BROADCASTING

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Broadcast Advertising

Published Semi - Monthly • Vol. 9 No. 8

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OCT 14 1935
WASHINGTON, D. C.

OCTOBER 15, 1935

THAT *Extra* STROKE ..

to a perfect "fall"

WTAM is a powerful 50,000 watt station... the only station that delivers the entire Northern Ohio market.

Too, it is a "home folks" station, enjoying an important voice in the affairs of the 1,017,600 families within its airea.*

Herein lies "that added punch" in selling. *That extra stroke to a perfect sales score in Northern Ohio.*

* *Potential circulation according to the NBC Method of Audience Measurement.*

WTAM

50,000 WATTS

CLEVELAND

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ WRC & WMAL WMAQ & WENR KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

DEALER'S

CHOICE

YOUR DEALERS want these radio stations on your Spot Broadcasting schedule because —

These are the stations they and their families listen to most and —

Because they know from experience that these stations will send the greatest number of "bent on buying" customers into their stores.

More sales — more profits — for your dealers.

More sales — more profit — for you.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB, WNAC	Boston	CBS
WICC	Bridgeport, New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KLZ	Denver	CBS
WJR	Detroit	NBC
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI, KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW, KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO, KJR	Seattle	NBC
KHQ, GA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
YANKEE NETWORK
TEXAS QUALITY NETWORK
NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY
INCORPORATED

NEW YORK DETROIT
CHICAGO SAN FRANCISCO

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

CAN LOCAL PROGRAMS SUCCESSFULLY BUCK NETWORK SHOWS?

HERE'S ROSS-FEDERAL'S

PROOF THEY CAN

IN THE BUFFALO AREA *Over Stations* WGR-WKBW!

EARLY in September we decided to squash the bugaboo of network shows versus local programs once and for all as far as the Buffalo Area was concerned. So we called in Ross-Federal and they went to work. Every day a baseball game was broadcast for a local sponsor, they divided the broadcast period into fifteen minute intervals. During these fifteen minute intervals they covered every section of the city—even checking automobile radios at busy corners, at the Peace Bridge and Ferries to Canada and at nearby resorts on Labor Day.

They did this for seven days. The results amazed even us—as thoroughly sold on the value of local programs as we are. Here they are:

45.96% Buffalo Home Radios were tuned to the Baseball Broadcast During the Period Checked.

52.40% Automobile Radios were tuned to the Baseball Broadcast on Labor Day.

Yes, you can certainly buck the networks successfully in Buffalo—but you've got to do it with the right program at the right time. And you can do it ONLY through Buffalo Broadcasting Corporation.

BBC has TWO stations — WGR and WKBW. They are Buffalo's pioneer broadcasting stations. They divide ALL Columbia Productions between them. This division enables advertisers to buy advantageous time on either station in a way that's impossible when only one station is carrying network broadcasts.

When you're planning a radio campaign, remember, BBC Stations are unique in the country and that they give you outstanding coverage in the Buffalo Area. We shall be glad to furnish you with complete details and figures of this survey—cold facts which prove a BBC local program can outpull any network production.

550 WGR "THE ENDS OF THE DIAL" 1460 WKBW

BBC

OPERATED BY THE BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, NEW YORK.
REPRESENTED BY FREE & SLEININGER, INC.

Call at 1,250,000 New England Homes

through the YANKEE NETWORK

NEW ENGLAND'S tremendous urban population is spread over so wide a territory — there are so many large cities served by local stations — that successful sales coverage of New England is decidedly a network undertaking.

There is, in fact, only one possible way to reach a New England-wide audience — and that is through The Yankee Network.

The Yankee Network, which is the largest regional network in the country, links 12 stations that carry Columbia Broadcasting System as well as Yankee Network programs, including exclusive news and sports features.

These stations operate continuously as a network and command an all-day network audience, with a territorial spread from southern Connecticut to northern Maine. They reach approximately one and one-quarter million homes within this area — a potential audience of four and one-half million listeners.

No single station or other group of stations can command so many listeners in so many homes over so wide an area.

When you buy Yankee Network 12-station coverage you are calling at the greatest possible number of New England homes in the densely populated key markets where volume sales are made.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON
EDWARD PETRY & CO., INC., Exclusive National Sales Representative

YANKEE NETWORK

"No birds, Mr. F J & F – no birds!"

OPPORTUNITIES sometimes appear in the most unexpected places . . . or disappear with the most inexplicable speed.

One of our jobs at F J & F is to keep our customers posted as to what goes on in the radio world: What stations are waxing and waning in popular esteem; what types of programs are pulling; what special opportunities are cropping up here and there among our stations, and over the entire country.

We get this sort of dope every day. And we try to give it out. Which is a fairly good reason for accepting our calls not as routine solicitations, but as a means of checking up on the trend of events in radio.

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WCSC . . . . . Charleston	WDRC . (CBS) . . . . Hartford	WMBD . (CBS) . . . . . Peoria
WIS . (NBC) . . . . . Columbia	WKZO . (NBC) . . . Kalamazoo	WPTF . (NBC) . . . . . Raleigh
WAIU . . . . . Columbus	WNOX . (CBS) . . . . Knoxville	WDAE . (CBS) . . . . . Tampa
WOC . (CBS) . . . . Davenport	WMAZ . . . . . Macon	KTUL . (CBS) . . . . . Tulsa
WDAY (NBC) . . . . . Fargo		KALE . . . . . Portland

BROADCASTING
and
Broadcast Advertising

Vol. 9 No. 8 WASHINGTON, D. C. OCTOBER 15, 1935 $3.00 A YEAR — 15c A COPY

FCC Ponders Super-Power, More Stations

By SOL TAISHOFF

Proposal to Adapt Broadcasting to Modern Engineering Also May Include Horizontal Increases for Regionals

FAR-REACHING changes in the technical broadcasting structure, possibly including authorization of perhaps two dozen stations with super-power of 500,000 watts and the licensing of additional local stations, may grow out of current technical investigations being conducted by the FCC.

Designed to take advantage of technical advances made in broadcasting since the sweeping reallocation of facilities in 1928, a new program is being considered in its preliminary stages by FCC technicians. Anything of the magnitude being discussed — and pondered by many in the industry — would inevitably result in a reshaping of the entire broadcasting setup. Introduction of additional 500,000-watt stations, for example, obviously would lead to realignment of networks, rate schedules and services to conform with the changed technical coverage picture.

High Spots of Allocation Plans

HERE are the salient features of the proposals advanced, discussed and being considered by the FCC Engineering Department, for changes in the technical broadcasting structure designed to make it accord with modern engineering technique:

1. Reduction in the number of clear channels from 40 to possibly 25 with a *minimum* power of 500,000 watts on remaining clear channels strategically located.
2. Simultaneous operation with maximum power of 50,000 watts on clear channels not permitted to increase to 500,000 watts.
3. Opening of perhaps three channels in the new portion of the broadcast band between 1500 and 1600 kc. for local stations, with the possibility of licensing up to 50 new stations on each wave.
4. Horizontal increases in night powers from 1,000 watts to 5,000 watts on certain of the regional channels.
5. Retention of the so-called "high-fidelity" stations in the band from 1500 to 1600 kc.

Plans Formulated

THE ACTUAL changes, should they be projected, unquestionably are months away, but that does not eliminate the fact that FCC engineers are engrossed in a comprehensive study and have formulated a number of plans. Because of the importance of any such change to the industry as a whole, BROADCASTING feels that all current conversation respecting plans which have been considered or proposed, should be reported, even should some of it encompass the field of rumor.

To alleviate any fear about an upheaval and to block any wholesale filing of applications which would have to be rejected almost automatically, it was stated officially in response to inquiries that before any sort of project is considered there will be declarations of policy by the FCC itself. The law specifies that no such broad changes may be made without prior hearings. Thus, it was stated, there is no cause for concern, alarm, exultation or expectation until the FCC may pronounce its policies respecting allocations, after which there probably will be full and free hearings.

The apparent success of WLW with its 500,000 watts, plus the results of all surveys which denote the advantages of higher power, have heightened interest in the possibility of an impending change considered overdue. Moreover, engineers recognize the need for a readjustment although many of them are not in accord with the idea that there should be wholesale additions of local stations.

If any comprehensive alterations are ordered, they will be founded on the theory that service to the public, notably in rural and remote areas, must be improved by reconstructing the broadcast spectrum to accord with modern engineering. It was learned that a preliminary report to the FCC, covering the early results of the analysis of the clear channel coverage survey undertaken by the Engineering Department in cooperation with clear channel stations, was submitted to the Broadcast Division last month. The report was confidential.

Within a few months, this report probably will be followed with definite recommendations from the Engineering Department to the Broadcast Division. Upon these recommendations, the FCC can base its new policies governing allocations, with the fundamental idea of taking maximum advantage of the available broadcasting facilities, based on scientific engineering data.

The Engineering Department is basing its work upon the clear channel survey begun by the FCC last January, in which the clear channel stations cooperated. Presumably this study already has confirmed the engineering theory that super-power is essential to serve rural listeners.

Of significance in connection with the current efforts of the FCC Engineering Department is the fact that a group of outstanding clear channel stations, immediately following the last NAB convention, retained Philip G. Loucks, former NAB managing director, to coordinate their interests in anything which may evolve from the studies. Periodic meetings have been held by this group, the last having been on Oct. 10 in Washington, to appraise the present status of the studies and to mould a unified program for the clear channel stations to cope with any program which may be advanced.

Fewer Clear Channels

INDICATIONS are that the number of clear channels, now totaling 40, may be reduced to 25. Should this ensue, then the minimum power may be restricted to 500,000 watts—equal to that of WLW, Cincinnati—with the stations distributed geographically to provide maximum coverage of the territorial areas of the country at all times. In the most populous centers, where the majority of programs originate, it is presumed that there would be more than one 500,000-watter.

On the remainder of the clear channels (some 15 in number) the idea currently seems to be duplicate East and West Coast operation with perhaps a maximum power of 50,000 watts. As a matter of fact, 9 of the 40 clear channels already have been "broken down" through special experimental and other grants, the nature of which have been to result in the operation of more than one station simultaneously at night on these bands. The regulations describe a clear channel as one on which only one station operates at night with a minimum power of 5,000 watts.

In line with the higher-power trend, the FCC apparently will take into account the demand for a horizontal increase on certain of the regional channels. Existing regulations limit maximum nighttime power on such channels to 1,000 watts. If a horizontal increase is projected, it will be for raising the maximum to 5,000 watts.

Assuming that these ideas prevail, there would be created two new classifications of stations, for a total of five. Now there are clear channels with maximum power limited to 50,000 watts; regionals with maximum power at 1,000 watts night and locals with the maximum at 100 night. Under the new alignment, there would be some 25 super-power stations, strategically located, with a minimum of 500,000 watts; duplicated clear channel stations with a maximum power of 50,000 watts; a new classification of regionals using 5,000 watts at night; regular regionals with power up to 1,000 watts, and the local channels.

Directional Signals

IN THE CASE of super-power clear channel stations on the Coasts, there probably would be a requirement that they use directional antennas to steer their signals inland, and avoid dissipation of energy across the waters or into Canada or Mexico. In effecting horizontal increases on certain regional channels these would occur, evidently, only if all stations on the particular channel agree to go up in energy simultaneously.

Room for additional local stations, under one projected plan, would be created in the band between 1500 and 1600 kc., opened more than a year ago for "high fidelity" station operation. The four existing high-fidelity stations probably would not be disturbed, but three of the channels in the band, 10 kilocycles wide, would be thrown open to local stations—perhaps as many as 50 to a channel. They would be required to use antenna systems and equip-

ment prescribed by the FCC to avoid interference.

The obvious inference is that any plan for opening of new facilities for additional local stations would grow out of the terrific demand for such stations, notably by newspapers in every part of the country. Such a move would make it possible to satisfy virtually all of these demands.

There appears to be the view that the Engineering Department is proceeding on the theory that no stations will be seriously harmed by any of the proposed changes. Therefore, if a plan finally is evolved, little serious opposition to the purely technical changes are foreseen, once the plan is projected. Stations affected, it is thought, will be offered an opportunity to increase power and improve facilities and therefore should not interpose serious objections.

On the other hand, if past performances run true, there unquestionably will be a scramble, not only for 500,000 watt assignments but for the vacant places left on the existing clear channels which would be duplicated on the two Coasts. Likewise there will be competition for other places in the spectrum. The economic factor, which would involve all stations by reason of the projected introduction of great numbers of new stations, similarly would be expected to result in competitive situations and possibly in litigation.

The biggest single item in any such readjustment of the broadcasting structure, of course, would be the reduction in the number of clear channels and the placing of the 500,000 watt minimum on the remaining 25 clear channels, if that number is decided upon. It is now figured that about 40% of the geographical area of the country, and about 42,000,000 of the 125,000,000 population, do not receive primary night-time service from any broadcasting station.

Improved Coverage

IN THE CASE of WLW, which has been operating with 500,000 watts experimentally for a year, it was found that its signal strength increased by a ratio of about 3 to 1, with its ten-fold power increase. The same, by and large, could be expected from other stations. In other words, a 300% improvement in signal resulted in its regular service area, aside from increased secondary coverage.

The net result of having some 25 stations, strategically located, operating with 500,000 watts, it is believed, would be that of intensifying rural and remote coverage, rather than of supplanting station service in over-lapping areas. The WLW installation cost approximately $500,000. That, it is expected, will be the average cost of installing other 500,000 watt stations, along with antenna systems, buildings and other appurtenances.

While none can foretell how long it will be before the FCC itself considers the final engineering recommendations, it appears a safe guess that at least six months will elapse before any policy is formulated. Then, presumably, the FCC will announce its statement of policy, covering the new classifications. This course seems likely under Section 303F of the Communications Act, which specifies that a "public hearing" must be held on all changes of power, frequencies and the like.

The 1928 reallocation, which affected the assignments of about 90% of the country's stations, was accomplished under the provisions of the 1927 Radio Act which permitted the old Radio Commission to make such changes in assignments as it felt would serve the public interest. While this provision was never attacked in the courts, Congress, in enacting the 1934 Communications Act, saw fit to make hearings mandatory on such matters.

No little concern is being evinced by networks and stations in connection with the anticipated changes. In the case of the networks, a large-sized problem would be presented, it is believed, by over-lapping of coverage by their clear-channel affiliates. Realignments, if not a reduction of station affiliates on the networks; would doubtless ensue.

As for rate schedules, it obviously follows that with the increased coverage acquired by individual stations through power boosts, and with their increased tangible investments, advertisers would be more than willing to agree to logical increases in rates. There would be the added element, however, of competition from small locals, notably those affiliated with newspapers and which would be in position to offer dual rates and special discounts.

If placed into effect as now roughly plotted, the readjustment plan would shake the foundations of the broadcasting industry in all its ramifications. At best, however, it appears likely that more than a year must elapse from the time of the FCC's promulgation of policies, before such a venture could be made finally operative.

PA & MA & MIKE
Presented at Advertising Club Meeting in Syracuse

THE *Pa and Ma and Mike* "five-minute radio script that will never, never be broadcast," prepared by CBS and published in the Oct. 1 issue of BROADCASTING, was put to a new purpose by Charles Phillips, Commercial Manager of WFBL, Syracuse.

Mr. Phillips introduced the script into an Advertising Club meeting, making it the feature of the occasion. Members of the club took the parts of Pa and Ma and Mike, and besides furnishing a lot of fun for the gathering, the humorous presentation drove home the part that radio is playing in modern advertising — offering a complete refutation of the ANPA arguments against radio.

FORD MOTOR Co., Detroit, used 209 stations in broadcasting the play-by-play account of the World Series. The setup included 97 CBS, 62 NBC, 4 MBS, 14 non-network stations which local dealers sponsored, and 32 stations of the Canadian Radio Commission network.

AGENCY POST GOES TO CURT PETERSON

Mr. Peterson

CURT PETERSON, with NBC in New York for the last eight years and for the last four years its assistant program manager, on Oct. 21 will become radio director of Marschalk & Pratt Inc., New York agency, succeeding David Elman, resigned. He will reorganize and expand the agency's radio department, which now handles Standard Oil of N. J. (Lombardo Road and UP news); American Radiator Co. (Dale Carnegie); Scott & Bowne (Gabriel Heater); Roger & Gallet (Bob Crosby), and the Crusaders.

Peterson first joined NBC in 1927 as an announcer and staff vocalist, having been a soloist at the Park Avenue Baptist Church and an instructor of music at the Gardner School. In 1929 he was appointed supervisor of announcers, and in 1931 he was promoted to assistant program director. He is a 1920 graduate of the University of Oregon. His parents and two daughters reside in Eugene, Ore.

NBC Realigns Coverage In South Ohio, Indiana

ANNOUNCEMENT of a new arrangement for Southern Ohio-Indiana coverage, in conjunction with both the NBC basic Red and Blue networks, was made Oct. 4 by Edgar Kobak, NBC vice president in charge of sales. Two groups of stations have been formed in the territory, Basic Group A comprising WLW or WSAI, while Basic Group B consists of WCKY, Cincinnati, WHIO, Dayton and WIRE, Indianapolis. Either group, Mr. Kobak said, may be used, subject to availability, with either network.

While the new arrangement becomes generally effective Nov. 1, Mr. Kobak informed advertisers and agencies that accounts wishing to take immediate advantage of it may do so, subject to station availability. In Group A, WLW is offered at $1,200 per hour, $800 per half hour and $532 per quarter hour, WSAI rates are quoted at $240 per hour, $144 per half hour and $96 per quarter hour. WCKY rates are quoted at $280, $168 and $112, respectively; WHIO, $200, $120 and $80; WIRE, $160, $96 and $64.

Blackett-Sample-Hummert Holds Lead Among Agencies in Network Business

HOLDING the advantage it gained in 1934, Blackett-Sample-Hummert Inc., leads the list of advertising agencies ranked according to the volume of network business placed in the first six months of 1935. J. Walter Thompson Co. is a close second.

Comparatively little change in the relative positions of the leaders is to be noted, and the first half of the current year shows history repeating itself in that the two top agencies are far ahead of their nearest rivals. Although the difference in billing between Blackett-Sample-Hummert and J. Walter Thompson Co. is only $40,000, there is a drop of more than $500,000 to the next group headed by Benton & Bowles.

The last-named agency has changed from fourth place to third, nosing out Lord & Thomas. A switch has also been made in fifth and sixth places by N. W. Ayer and Erwin-Wasey, these two now being ranked in the order given. McCann-Erickson Inc., has jumped from twelfth place to seventh, which happened to be the position it occupied in 1933. Cecil, Warwick & Cecil, which dropped out of the 15 leaders in 1934, is again in its 1933 position of No. 12. Another which has jumped to the first fifteen since 1934 is Roche, Williams & Cunnyngham.

Most significant in the attached table is the comparison between gross billings for the first half of this year and for the entire prior two years. Not only are the great majority of agencies responsible for placing much more than half of last year's volume of business in the period ended June 30, but in many cases they have placed more business in this time than they did in the entire year 1933. The percentage increase in billing for all the agencies combined corresponds, of course, to the increases in network revenues, already reported in BROADCASTING.

CBS & NBC Combined Figures:	*First Six Months, 1935*	*1934*	*1934 rank*	*1933*	*1933 rank*
Blackett-Sample-Hummert	$2,408,058	$4,104,412	1	$2,885,438	3
J. Walter Thompson Co.	2,368,152	4,101,685	2	3,627,452	2
Benton & Bowles	1,806,281	2,392,374	4	857,512	9
Lord & Thomas	1,505,895	2,930,851	3	3,726,395	1
N. W. Ayer & Son	1,431,316	2,042,173	6	1,068,544	6
Erwin, Wasey & Co.	1,079,333	2,145,732	5	2,284,042	5
McCann-Erickson	1,004,284	1,052,392	12	1,038,657	7
Young & Rubicam	809,225	1,796,832	7	848,394	10
Stack-Goble Adv. Agency	778,862	1,367,254	10	702,715	13
Blackman Adv. Inc.	672,627	504,542	20	466,895	18
Ruthrauff & Ryan	605,579	1,409,984	9	400,353	21
Cecil, Warwick & Cecil	596,436	651,559	17	720,460	12
William Esty & Co.	587,801	885,705	15	84,761	51
Lennen & Mitchell	523,992	963,800	14	847,354	11
Roche, Williams & Cunnyngham	499,774	834,478	16	534,887	16

Radio Advertising Pays, Psychologists Find

By HADLEY CANTRIL and GORDON W. ALLPORT
Columbia University Harvard University

Penetrating the Listener's Mind and Habits, Educators Learn That Broadcasting Is a Most Effective Medium

TWO MEMBERS of the Harvard Psychological Laboratory last year undertook a clinical analysis of broadcasting as a psychological phenomenon, from which they drew conclusions for the book "The Psychology of Radio" published this month by Harper's. This is part of one of the important chapters of the book, reprinted with permission of the publishers. Running throughout the volume are repeated statements and tables proving the efficacy of radio as an advertising medium. That the authors have leaned over backwards to be fair to other media, is also manifest throughout the book, as evidenced in the latter portion of this reprint.

IT PAYS to advertise by radio. Three-quarters of our sample population of listeners sometimes buy products because they hear them advertised on the air; two-fifths sometimes write down the names of products mentioned in sponsored programs; and one-third even take the trouble on occasion to note the phone number or address of the merchant sponsoring the program. A study made for a large broadcasting company shows that the purchase of radio advertised goods is 35 per cent higher in radio homes than in nonradio homes; another study shows that radio advertised goods are used 29 per cent more than corresponding nonradio advertised goods. Whether or not we accept these exact figures, it is nevertheless true beyond a shadow of doubt that radio has been profitably employed by the advertiser. It is the only advertising medium that has grown rather than declined during the years of depression following 1929. Of the estimated 2 billion dollars spent on advertising in the United States in 1931, approximately 5% was spent on broadcasting; of the half-billion spent by national advertisers in the same year, almost 10% went into radio.

The radio advertiser may definitely count on certain facts. He may take for granted that a radio will be found in two-thirds of all American homes. He may also be fairly sure that the average radio is turned on about three or four hours a day. When he wants to broadcast, 90 per cent of all radio stations are available to him, having any variety of coverage he may desire in any part of the country, and including all the high-powered stations (over 5,000 watts). Over two-thirds of all broadcasting units in the country are affiliated with three nation-wide networks (the Red and Blue networks of the NBC and the network of CBS). Through these well-equipped networks and through advertising agencies he may secure whatever assistance and advice he needs. Finally, he may be certain that although most people dislike radio advertising, they accept it as a part of the American way of life and without overt protest buy immense quantities of radio advertised goods.

Dealers and sponsors watch radio advertisements closely. They criticize them freely. Radio is comparatively new and has the interest of novelty. Radio is handy—the corner grocer may even listen to advertisements of his products while he waits on customers. If the broadcast is timed for evening hours, the current advertisement and the program can be carefully scrutinized by both manufacturer and merchant. Advertisers naturally wonder how radio compares with the newspaper and magazine in its effectiveness as a medium for advertising. They correctly suspect that each medium has its peculiar advantages and are anxious to find out precisely what they are. The psychologist should be able to point them out more objectively than do the advertising departments of networks or agencies intent upon selling printer's ink.

Advantages of the Radio

THE FIRST and most obvious advantage of radio lies in its capacity to disseminate an advertisement *simultaneously* to a larger number of people than can any other medium. A well-designed sponsored program on a nation-wide hookup will reach a considerable proportion of the nation's 78,000,000 listeners. Although an advertiser using magazines, newspapers, and billboards may eventually reach a large audience, his appeal cannot possibly be of so *contemporary* a nature as by radio. The fact that listeners know others are hearing the same program at the same time helps to create a feeling of kinship, enhancing the prestige of an advertiser who can entertain so many people at once.

Besides its capacity for reaching the masses simultaneously, radio advertising has the peculiar advantage, unknown to any other medium, of capitalizing the time habits of the public. If his program is attractive and if it comes at regular intervals, the advertiser enjoys the extraordinary advantage of having people *seek* his message. Most other forms of advertising have to insinuate themselves into the consciousness of individuals who are likely to be preoccupied with other matters or to be actively resistant. But in the case of radio, the individual actually *plans* to be seated in a certain chair at a certain time in order to hear a sponsored program. To be sure, he tunes in for the entertainment; nevertheless, he knows that he must listen also to the advertisement and he deliberately seeks it out night after night or week after week. This voluntary attention and friendly disposition on the part of potential customers is of incalculable advantage to the advertiser.

Occasionally the advertiser may derive other benefits from controlling the time at which the advertisement reaches the public. For psychological reasons the advertiser may want his product to be thought of at a certain time of day. Early morning, before meals, after meals, bedtime. Monday morning, Saturday night are all periods having special psychological merit.

Identifying Product

PERIODIC radio advertising creates a peculiarly vivid *identifiability* for a product. The commodity becomes associated in the listener's mind with a certain time of day, or day of the week, with a favorite comedian, opera star, or other personage, with a theme song (that runs through the head), with announcements of news, of correct time, or of weather forecasts. Such associative devices aiding in the recall and recognition of products are more numerous and in many cases more effective than the corresponding devices employed in printed advertising, although, as we shall see, printed advertising has its own particular advantages in facilitating the identification of a specific product.

The study of the relative effectiveness of visual and auditory presentation contains several implications that favor radio advertising (and some that favor printed advertising). The purchase of many commodities, especially those frequently used and low in cost, is often made without much reflection or deliberation. The purchaser simply recalls the name of a brand and asks for it or else recognizes in the counter display the brand whose name he has heard on the air. The experiments reported show that auditory presentation has predilective value for both recall and recognition in the case of just such simple and straightforward announcements as advertising employs.

Use of Suggestion

FROM the same experiments it appears that spoken suggestions have more potency than written. Obviously a hypnotist would have little success if he had to rely upon the printed word. Advertisers, to be sure, do not exactly hypnotize their clients into making a purchase, but they do employ suggestion. No one who has observed their skill in the use of repetition, positive statement, fixation and contraction of the field of attention, their avoidance of argument and of negative suggestion, can question the resemblance.

All propaganda—and, psychologically considered, advertising is one form of propaganda — relies chiefly upon the use of suggestion. The average consumer has neither time nor inclination to make a comparative and critical study of the merits of products, especially in the case of common commodities that are inexpensive. He finds it easier and on the whole far more agreeable to purchase these without consulting chemical analysts or economists as to their relative worth. The more indistinguishable the products are (cigarettes, for example), the more congenial it is to the buyer to have his mind made up for him. Freed from the necessity of critical thought on an issue that doesn't seem to matter anyway, he good-naturedly accepts the suggestion of the strongest advertiser and adopts a brand in tribute to the advertiser's skill. Printed advertisements, of course, are also extremely potent in their suggestions but for immediate, simple, direct effects (uncomplicated by considerations soon to be mentioned) the spoken word seems to be still more effective.

Although the psychologist may not share the commercial attitude of the advertiser towards trading on the credulity of children, he is bound to report the efficacy of a direct aural appeal to the young folks, provided the advertiser's product is adapted to their interests. Children are notoriously suggestible; in respect to merchandise they are totally unable to make a critical judgment. Furthermore, for them the spoken word is Law.

Advantages of Printed Media

RADIO suffers certain limitations that magazines and newspapers escape. In printed media advertisements may be seen on more than one occasion; they may be read and reread; they lie around the house, and from time to time catch the eye. They have the peculiar advantage of pictorial quality and color, which radio can approximate only through the use of dramatic skits and musical accompaniment. Many products are much more significantly presented to the reader through photographs or artistic delineation than by spoken words. No verbal portrait alone can do justice to stream-lined automobiles, to a pearl necklace, to styles from Paris, or to new fash-

(Continued on page 53)

Esso UP Flashes Will Be Extended

AP Board of Directors Affirms Ban on Sponsorship of News

MEETING in New York Oct. 5, the board of directors of the Associated Press authorized its management to resume the policy of permitting members to broadcast news over stations owned by or affiliated with their newspapers, maintaining the former extra assessments on such newspapers. The board unanimously reaffirmed its previous action forbidding the use of AP news on sponsored programs.

This action, the AP advised its members, followed inquiries from AP newspapers prompted by the fact that the UP is permitting the sponsorship of its news by Standard Oil Co. of New Jersey (Esso) over a group of NBC-owned and operated stations. (See BROADCASTING Oct. 1).

"It was the unanimous sentiment of the directors," said an official AP statement sent to its members and furnished to BROADCASTING, "that the service of the Associated Press should be furnished only to members, and that sale to commercial corporations would not only be contrary to the provisions of the by-laws but would be violative of the principles and spirit of the organization and would inevitably impair public confidence in the Associated Press news reports."

Within radio and newspaper circles, this statement was interpreted as a slap at United Press, which is now selling its news service to about 45 radio stations in exactly the same manner that it sells to newspapers. The UP news reports on the Esso account, it was learned, are being sold not to the sponsor but to the individual stations under regular UP contracts. The fact that the six NBC stations are utilizing the news for exclusive Esso sponsorship, it was pointed out, is no concern of the UP.

Meanwhile, it was learned that negotiations are in progress with other stations for extension of the Esso radio news schedules in its marketing territory. Marschalk & Pratt, New York agency, is handling the account. The stations thus far signed are WEAF and WJZ, New York; WGY, Schenectady; KDKA, Pittsburgh; WMAL, Washington; WBZ-WBZA, Boston-Springfield. These accounts were signed by NBC Local Sales. Starting Oct. 28, the *Esso Extra* series, using UP news, will also be heard four times daily on WBAL, WTAR, WRVA, WWNC, WBT, WPTF.

Seagram on WOR-WAAB

SEAGRAM DISTILLING Corp., New York, has entered radio with an autumn series of football programs on WOR, Newark, and WAAB, Boston, the program originating at WOR. Eddie Dooley, former Dartmouth All-American athlete, and radio commentator, gives forecasts Wednesdays and highlights of the days games on Saturdays, the quarter-hour programs being heard at 7:30 p. m. The series began Oct. 2 and is scheduled to Dec. 7. Cecil, Warwick & Cecil Inc., New York, is agency.

Would Purchase WBSO

THE PROPOSED sale of WBSO, Needham, Mass., 500-watt daytime station on 920 kc. owned by the Roger Babson organization, was disclosed in an FCC application Oct. 11. Purchasers are George A. Crockwell, William H. Eynon and James K. Phelan, all of Boston, two of whom are described in the application as WNAC salesmen and one as a steamship operator. They also state that they are purchasing the station for no other interests but that their financial backer is Natalie S. Whitwell, of the Victoria Hotel, Boston. The application was filed by Theodore G. Joslin, former press secretary to ex-President Hoover, now Washington representative for Babson.

Florists to Sponsor

LOCAL florist groups all over the country belonging to the International Florists' Telegraph Delivery Association will be furnished with short radio programs to be used at their discretion in conjunction with the national campaign which the FTD will offer in magazines this winter. Brooke, Smith & French Inc., Detroit, has been announced as the agency in charge, for the fourth consecutive year. The campaign planned will be the largest in the last decade.

Ventura Application

APPLICATION for a new 250-watt daytime station on 1200 kc. in Ventura, Cal., has been filed by the *Ventura County Star*, rival of the bitterly anti-radio *Ventura Free Press.*

JERRY BUTLER, announcer of WBRE, Wilkes-Barre, Pa., polled the second highest vote in the Luzerne County nominations for register of wills, campaigning entirely by radio.

Drug Store Drive

TO PUBLICIZE community service of neighborhood druggists, 121 Seattle druggists are sponsoring a series of twice-weekly quarter-hour programs on KOMO, Seattle. The commercials are dramatized incidents that happen every day in drug stores, such as administering first aid and relieving suffering. The campaign is supplemented by newspaper advertisements of weekly specials at Allied Independent Drug Stores. Several manufacturers are contributing to the cost of the campaign, which was outlined and sold by Hugh Feltis, KOMO salesman.

M'Cormick Papers, Gannett Ask Radio

Purchase of WROK, WHDL Among New Applications

NEWSPAPER applications for radio stations during the last fortnight, as revealed in records of the FCC Broadcast Division, included the proposed acquisition of 51% control of WROK, Rockford, Ill., by the *Rockford Star* and *Register-Republic*, and the proposed transfer of one-third interest in WHDL, Olean, N. Y., to the *Olean Times-Herald.*

The Rockford newspapers are published by Mrs. Ruth Hanna McCormick Simms, daughter of Mark Hanna, widow of the late Senator Medill McCormick and herself former Congresswoman from Illinois. WROK is managed by Lloyd C. Thomas, who owns 48% of the station's stock and who is also heading up the proposed acquisition of four Nebraska stations by the *Omaha World-Herald*, as reported in previous issues of BROADCASTING.

The Olean newspaper is one of the Gannett group, which owns WHEC, Rochester, N. Y.; has an interest in WOKO and WABY, Albany, and operates WESG, Elmira, N. Y., under lease from Cornell University.

The Rockford deal involves a consideration of $40,000, with Mr. Thomas to be retained under a five-year managerial contract as vice president and maintaining his *Omaha World-Herald* connection as general director of its stations. In the case of the Olean station, purchase price undisclosed, 123 of the 367½ outstanding shares would be bought by the newspaper.

Among other newspaper applications during the last few weeks was one from the *Wichita Falls* (Tex.) *Daily Times* and *Record News*, seeking 100 watts on 1420 kc. for a new station to replace KGKO, whose purchase by the *Fort Worth Star-Telegram* and removal to Fort Worth, there to become a second basic NBC outlet, was recently approved by the FCC. C. W. Snider, of Wichita Falls, is also an applicant for a new daytime station there on 1500 kc.

The *Bismarck* (N. D.) *Tribune* early this month applied for the facilities of KFYR, recently ordered deleted by the FCC for alleged violation of regulations. Phil Meyer, operator of KFYR, however has applied to the FCC for reconsideration. Another newspaper applicant is the *Richmond* (Va.) *Times-Dispatch*, seeking a new 100-watt station on 1500 kc. This station is owned by the interests owning the *Norfolk Virginian-Pilot*, who also operate WTAR, Norfolk. Purchase of WPHR, Lynchburg, Va., by the publishers of the *Richmond News-Leader*, presumably for removal into Richmond, was recently authorized by the FCC.

On Oct. 9 the *San Diego Union-Tribune* also applied for a new local station on 1420 kc. in that community.

Oral arguments on the proposed erection of a new 1,000-watt station on 1010 kc. in Milwaukee by the *Milwaukee Journal* were to be held before the FCC Broadcast Division Oct. 14.

Associated Oil Sports Announcers Get Instructions

IN THE LARGEST meeting of its kind ever held in the United States, 13 of the 22 radio sports announcers handling broadcasts of major Pacific Coast football games for Western fans this season, met in San Francisco Sept. 24 to receive instruction on presenting their sportcasts.

The conference was called by the Associated Oil Co. of California sponsoring grid broadcasts for the tenth consecutive year. Harold R. Deal, Associated's advertising and sales promotion manager, under whose direction the largest staff of sports announcers and the widest program of sports broadcasts in the nation has been developed, presided at the meeting. Technical discussion of football broadcasting occupied a large part of conference time. Deal instructed the announcers to avoid all commercials during action of the game. He stated that Associated's commercials during a three-hour sport broadcast must be limited to less than five minutes. This is very little, he pointed out, compared to the average radio program of such length, which would require from 18 to 25 minutes of commercial announcements.

Upper row (left to right): Bob Struble, KFPY, Spokane; C. C. Harry Lantry, KHQ, Spokane; Buddy Twiss, KPO, San Francisco; Ernie Smith, KFRC, San Francisco; Ken Carpenter, KFI, Los Angeles; Dean Metcalf, KIEM, Eureka, Cal.; lower row: Hal Wolff, KOMO, Seattle; Tom Hanlon, KFI, Los Angeles; Art Kirkham, KOIN, Portland; Don Thompson, KPO, San Francisco; Frank Bull, KHJ and KFWB, Los Angeles; Ken Stuart, KOL, Seattle, and Rollie Truitt, KGW, Portland.

Power That Radio Uses—A Utility Bonanza

By ORRIN E. DUNLAP Jr.*
Radio Editor, *The New York Times*

New York Utility, Charting the Load During Big Programs, Finds That Consumption Rises to Peak Proportions

THE Louis-Baer million-dollar gate was apparently a million-listener gate on the radio. It may have been several millions, but no one knows exactly.

Heavyweight bouts and speeches championing a cause in which there is widespread interest send a vast audience scurrying to the radio. The electric light and power companies have charts that prove it. They know what events on the air make the generators hum to supply a "tidal wave" of current; much more than is normally used from the light sockets.

At first glance one of these electrical curves might be construed as the fever chart of a sick man, the ups and downs of the stock market or the contour of a mountain range. But to the electric light man the jagged lines have a distinct meaning; each peak and valley means something definite relative to the living habits of the populace. When the curve goes up abruptly something extraordinary has occurred to consume more current.

The big bulges on the charts frequently are caused by something happening on the radio. The loftiest electrical "mountain peak", as far as radio is concerned, is caused by a "battle of a century". The electricity consumed by those who tune in a fistic classic far surpasses a symphony concert, a star comedian or even a Presidential "chat".

Hearing the Fight

THE Louis-Baer fight now holds the record as a "Mount Everest" on the electrical consumption charts.

The curve shot up approximately 67,000 kilowatt hours higher than the record top established by the Baer-Braddock bout. Last Tuesday night (Sept. 24) the drain on the current began to increase, compared with the night before, at 6 o'clock, and for some unknown reason the curve went up to 78,000 kilowatts at 7 p. m. (EDST) dropping back to 26,000 kilowatts above normal at 8:30 o'clock.

Then the climb began in earnest and soared to 131,000 kilowatts or a total consumption of 341,000 kilowatt-hours, a new peak, at 10:30 p. m., oddly enough at the end rather than at the opening gong. Gradually the consumption lessened and at 1:30 a. m. all was normal along the wires. The electrical men are still wondering what sent the curve up at 7 o'clock; no radio event at that hour explains it.

The increased current for the Louis-Baer fight would be equivalent to 6,820,000 50-watt lamps being burned for an hour.

The snapping of thousands of radio on-switches "eats up" the current and it is then that the curve shoots sky high. Electricity, of course, cannot be measured in pounds or inches, so the yardstick is a kilowatt, the unit of power, and the kilowatt-hour, which is one kilowatt, or 1,000 watts, flowing for an hour. The kilowatt might be likened to water running from a faucet at a certain rate, while the kilowatt hour would be a gallon or some other convenient measure of the electrical quantity.

The previous high record, shattered by the Louis-Baer encounter, was that of the Baer-Braddock feud in the outdoor bowl at Long Island City on June 13, 1935. On that night so many radios were turned on and so many lights burned that ordinarily would be off, the load lifted 274,000 kilowatt-hours, compared with the electricity used the night before in the Greater New York area, according to the New York Edison system's records. This is estimated to be equivalent to the burning of 5,480,000 50-watt lamps for one hour.

Other Peak Loads

THE LOAD curve of that night for nearly six hours, from 9:35 p. m. to 3:20 a. m., was much higher than the night before, when the activity of the "ether" was normal. The Baer-Braddock top was reached at 11 p. m., and it represented 128,000 kilowatts more than normal.

The nearest previous approach to this sharp pinnacle on the curve was attained on June 14, 1934, when Baer met Carnera. The current flowing that night rushed up to 202,000 kilowatt-hours in the metropolitan area, and the peak above the night before was 82,000 kilowatts.

The Sharkey-Schmeling bout on June 12, 1930, established a maximum of 49,900 kilowatts and the increased demand was 112,000 kilowatt-hours. The figures for the Sharkey-Stribling fight at Miami, Feb. 27, 1929, were 54,000 kilowatts peak and 97,400 kilowatt-hours increased consumption.

The electrical men point out that the rise in the use of electricity on these and similar occasions is not caused solely by the use of the radio sets but also by increased illumination, since listeners seldom sit in the dark to hear the fight. Evidence of this is disclosed by the electrical-load curve for the Baer-Braddock contest. The curve began to drop from the peak at 11 p. m., indicating that householders were turning out lights and radios as they went to bed. At midnight, however, the curve began to climb again, reaching a lower "hill" at 1 a. m. This is believed to have been caused by some of the fight and theatre crowds reaching home and turning on the lights, or possibly those who work until midnight were arriving home.

The electrical chart for the Louis-Carnera bout on June 25, 1935, is an odd one. It reveals the behavior of listeners. That fight was not broadcast blow by blow direct from the ringside but it was listed in the printed radio programs as "a résumé". Apparently many did not understand that résumé meant a summary following the fight. Anyway, at 10 o'clock, the scheduled hour for the bout to open, the electrical curve soared, but upon reaching a peak at 10:30 it dropped sharply until 11:30 o'clock, when the current-consumption line straightened out, only to drop back to normal by 1 a. m. It took about a half hour for the radio audience to learn that the résumé was only an after-the-battle report by some one who had witnessed the ringside scene, and many, apparently disappointed, tuned out.

And the President

THE FIGHT broadcasts, according to the electrical barometer, cause many more persons to sit up than does a fireside chat by President Roosevelt. For example, on Sunday, March 12, 1933, when President Roosevelt was broadcasting from 10 to 10:14 p. m., the load at 10 o'clock was 23,000 kilowatts above that of the preceding Sunday at the same hour, and stood 25,000 kilowatts above that of the following Sunday.

On Sunday night, April 28, 1935, both President Roosevelt and Father Charles E. Coughlin were scheduled to be on the air, one following the other, but neither the peak nor the kilowatt-hour consumption touched the figures set by the Baer-Braddock or the Louis-Baer battles. The curve showing the increased consumption over the preceding Sunday started rising at 8:50 p. m. and continued to go up until the President went on the air at 11 o'clock, when it started to drop and continued downward until he finished at 11:30 o'clock.

Then the line began to climb again, and the electrical men interpret this as an indication that the listeners were beginning to tune in, anticipating Father Coughlin at midnight. At that hour it was announced a substitute speaker would be at the microphone instead of Father Coughlin. The electrical curve dropped abruptly.

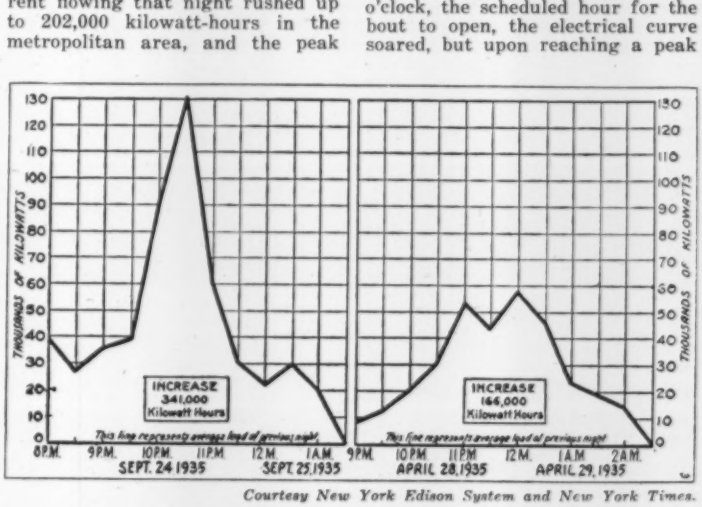
However, the load remained above that of the preceding Sunday until 2:30 a. m., which is believed to have been caused by a crowd sitting up later than usual, possibly discussing the President's "chat". The total increased kilowatt-hour consumption credited to the two speakers that night was 166,000 kilowatt-hours, which is 108,000 lower than the Baer-Braddock electrical record and 36,000 under the Baer-Carnera figure.

Incidentally, the President's peak at 11 p. m. was 52,500 kilowatts, and Father Coughlin's scheduled arrival at midnight 57,500 kilowatts. During Mr. Roosevelt's speech the load curve dropped to 43,000 kilowatts by the time he finished at 11:30 p. m.

President Roosevelt's address to the Young Democrats, meeting in Milwaukee on Aug. 24, 1935, at 10:30 p. m., caused no apparent rise in the electrical load in the New York area, according to the chart of that night. When Representative Bertrand Snell replied by radio the following night there was not the slightest bulge in the electrical flow.

Apparently there was a vast

(*Continued on page 51*)



Courtesy New York Edison System and New York Times.

DO THEY LISTEN?—The New York Edison System offers the figures to prove popularity of radio events. The electrical consumption chart of the New York area shows how the load began to increase at 8:30 p. m. (EDST) Sept. 24, night of the Baer-Louis fight, reaching a peak soon after the fight ended at 10:30 p. m. President Roosevelt broadcast a "Fireside Chat" April 28, the right chart showing how consumption of electricity began to soar at 8:45 p. m., reaching a peak at 11, when the President began to talk. Father Coughlin was scheduled to speak at midnight, the chart showing a sharp drop when a substitute speaker was announced.

* Reprinted from the *New York Times*, with permission.

Associated Music Publishers Starting Transcription Library

North American Co. Subsidiary, Wired Radio Affiliate, Offers 50-hour Group of Numbers to Broadcasters

ASSOCIATED MUSIC PUBLISHERS Inc., subsidiary of the North American Co., giant public utility, and an affiliate of Wired Radio Inc., on Oct. 2 announced its entry into the commercial transcription field, in competition with the library services of World Broadcasting System Inc., Standard Radio Inc., and NBC "Thesaurus". The library is called Associated Recorded Program Service.

Offering a library of approximately 50 hours, containing between 1,200 and 1,500 numbers and featuring "big name" talent, AMP declared its service would be sold on a non-exclusive basis, except in the New England territory, where exclusive rights have been given the Yankee Network. Delivery of the service to Yankee, WFIL, Philadelphia, and WHEC, Rochester, is scheduled Nov. 3.

The AMP library, recorded by Electrical Research Products Inc., is similar to that of WBS insofar as the recordings are concerned. A special type of material called Vinylite, however, is being used for disc production. M. C. Tompkins, executive vice president of AMP, declared the material eliminates surface noise and is not affected by weather conditions.

Source of Numbers

COST of the AMP library was said to be as high, if not higher, than any of the current library services. The contract provides that the library may be used for local commercials and for sustaining, with AMP reserving the rights insofar as national or regional sponsorship is concerned. AMP, Mr. Tompkins said, has no idea of selling time.

The numbers used in the library, it was learned, are approximately 60% from the catalog of the American Society of Composers, Authors & Publishers, 20% from the AMP catalog and 20% public domain. This means that stations subscribing to the transcription service also must be licensees of AMP for its music.

Negotiations were said to be going forward with a number of stations for subscription to the library. In addition to the 50 hours already recorded, Mr. Tompkins said AMP planned to add some 1½ hours monthly.

Consummation of the Yankee Network contract—the first to be signed—followed negotiation of an arrangement by AMP with ERPI for rights to sell the service, recorded by the latter's vertical process, to stations. The payment involved for these rights was $25,000 per year for 10 years. The Yankee contract covers WNAC and WAAB, Boston, WICC, Bridgeport, and WEAN, Providence—all Shepard-owned stations. It also covers service from any of these stations to the Yankee network.

Announcement of the AMP decision immediately gave rise to speculation as to the status of Wired Radio Inc., North American adjunct which was created to provide wire-line entertainment service competitive with "space" radio. The AMP library originally was recorded for Wired Radio as program material, but delays in getting this revolutionary form of home entertainment started prompted the decision to sell the library to stations. Also, the popularity of the transcription libraries already in the field had considerable to do with this decision.

In some quarters it was pointed out that North American Co., feeding electrical power into some 25% of the country's homes, decided to foster wired radio for the revenue it would bring to the power companies in increased use of wattage in the homes. The plan was to rent sets at about $5 per month to listeners, with a choice of several sustaining "channels" entering homes along wires.

Thus, the view was expressed that here is the North American Co., on the one hand offering a transcription service to broadcasting stations for commercial purposes, and on the other seeking to develop a competitive system of broadcasting.

Delay in Wired Radio

ON THIS SCORE it was said at AMP that several years more than likely will elapse before wired radio assumes national importance. However, experiments are being conducted on a fairly large scale in Cleveland and plans are under consideration for launching of the service in New York. While contracts thus far executed cover one year only, AMP said it would consider arrangements for longer periods.

At AMP it was said that because of the scarcity of the product Vinylite, developed by the Union Carbide and Carbon Corporation as a base material for combs, mirrors and similar goods, AMP will be able to deliver only 12 complete libraries by Nov. 3, 25 by Dec. 1, and about 25 per month thereafter. They hope ultimately to have their service on more than 200 stations since it is being offered non-exclusive.

Radio Auction

WHIO, Dayton, O., broadcast a sale of second-hand and new merchandise in the auditorium of the Wurlitzer Music Co., which sponsored the program. Twelve telephones were installed on the floor to receive bids. The sponsor is planning a similar event later in the fall.

Fitzpatrick Names Committees of NAB

REAPPOINTMENT of Arthur B. Church, KMBC, Kansas City, as chairman of the commercial committee, and of J. A. Chambers, WLW, Cincinnati, as chairman of the engineering committee, was announced Oct. 9 by Leo J. Fitzpatrick, president of the NAB. Simultaneously, he announced the personnel of the two committees, which are the only major units on the NBC committee roster thus far designated.

The Committees are as follows:

COMMERCIAL COMMITTEE

Arthur B. Church, KMBC, Kansas City.
Edwin M. Spence, WBAL, Baltimore.
H. K. Boice, WABC, New York (CBS).
Edgar Kobak, WJZ, New York (NBC).
I. R. Lounsberry, WGR-WKBW, Buffalo.
H. K. Carpenter, WHK, Cleveland.
W. W. Gedge, WMBC, Detroit.
Martin B. Campbell, WFAA, Dallas.
Hugh A. L. Halff, WOAI, San Antonio.
Herbert Hollister, WLBF, Kansas City, Kan.
John J. Gillin, Jr., WOW, Omaha.
Harold Wheelahan, WSMB, New Orleans.
Campbell Arnoux, WTAR, Norfolk.
S. A. Cisler, WJTL, Atlanta.
D. E. Kendrick, WIRE, Indianapolis.
J. O. Maland, WHO, Des Moines.
C. Ellsworth Wylie, KHJ, Los Angeles.
Ralph R. Brunton, KJBS, San Francisco.
Fred A. Palmer, WBNS, Columbus.
C. W. Myers, KOIN, Portland, Ore.
Carl Haverlin, KFI, Los Angeles.

ENGINEERING COMMITTEE

J. A. Chambers, WLW, Cincinnati.
C. W. Horn, WEAF, New York. (NBC)
E. K. Cohan, WABC, New York. (CBS)
E. L. Gove, WHK, Cleveland.
John E. Burrell, KJBS, San Francisco.
J. H. DeWitt, Jr., WSM, Nashville.
Carl Meyers, WGN, Chicago.
John E. Fetzer, WKZO, Kalamazoo, Mich.
John V. L. Hogan, W2XR, New York.
H. Harvey, KFAB, Lincoln, Neb.
James M. Nassau, WIBG, Philadelphia.
L. A. Benson, WIL, St. Louis.
Hugh McCartney, WCCO, Minneapolis.
Jim Middlebrooks, WAPI, Birmingham.
Gerald W. Cooke, WBAL, Baltimore.

LEARN ABOUT RADIO—An inspection trip of WOR's new 50,000-watt transmitter at Carteret, N. J. was recently ordered by executives of the station to give the staff a better knowledge of the inside technical workings. Here is the WOR group at the transmitter, bottom row, left to right: J. R. Poppele, chief engineer; Walter Neff, sales manager; Charles Singer, chief operations engineer; Mrs. Mary Sabin, David Chrisman, Robert Catherwood. Back row, left to right: Nelson Perry, Gene Thomas, William Gellatly, Otis Williams, William Rogow, Edwin Reynolds, George Schmidt, Theodore Herbert.

Brooklyn Stations May Ask Rehearing

Two-year Controversy Decided In Ruling Issued by FCC

MOTIONS for rehearing of the so-called "Brooklyn case", which the FCC Broadcast Division decided Oct. 1 by ordering deletion of three of the four stations sharing time on the 1400 kc. channel and awarded half-time each to WBBC, Brooklyn, and to the *Brooklyn Daily Eagle*, were being considered by the aggrieved stations Oct. 12.

Ordered deleted for alleged failure to serve public interest were WARD, operated by the United States Broadcasting Corp.; WLTH, Voice of Brooklyn, Inc., and WVFW, Paramount Broadcasting Corp. The order will become effective Nov. 15 unless the FCC takes action prior to that date on the reconsideration motions or unless a stay order is procured from the Court of Appeals of the District of Columbia. The FCC announced that it will issue its statement of facts and grounds for decision later.

Under the law, motions for reconsideration may be made to the full Commission, and that course is indicated by counsel for the aggrieved stations. Moreover, 20 days following the handing down of the written decision, parties in interest may note appeals to the Court of Appeals and seek restraining orders to stay the effect of the decision pending adjudication of the appeals.

A Constant Conflict

FOR MORE than two years the four stations which have shared the 1400 kc. regional channel, each with 500 watts, have been in almost constant conflict before the FCC and its predecessor Radio Commission. Entering into the case were applications and counter-applications of each of the stations for full time. It had been contended repeatedly that it was economically unsound for four stations to divide time on the same wave length. At one time a merger was proposed but never consummated. Following exhaustive hearings last December, Examiner George H. Hill recommended to the FCC that all four of the time-sharing stations be deleted, and that the *Eagle*, a new station applicant, be given full time. Secondarily, he recommended that should this application be denied, then the facilities should be accorded Arde Bulova, New York broadcaster and watch manufacturer, and Norman K. Winston, New York realtor, also seeking a new station in partnership.

Oral arguments subsequently were held. In its Oct. 1 decision the FCC reversed the findings of its examiner by dividing the Brooklyn assignment between WBBC, operated by the Brooklyn Broadcasting Co., and the *Eagle*. Besides denying the renewal applications of the three existing stations it also denied the new station application of the Bulova-Winston combination and the application of WEVD, New York, controlled by the *Jewish Daily Forward*, which sought a shift in assignment from its split-time arrangement on the 1300 kc. channel to full time on the 1400 kc. channel.

How Foot Savers Foots Radio Bill

And Incidentally Finds Sales Slant Skyward as Result Of Cooperative Spot Campaigns With Local Dealers

By BRUCE ROBERTSON

IT IS November. In hundreds of shoe stores throughout the land perspiring shoe clerks rush at top speed fitting customers with shoes for the winter. In scores of hotel sample rooms the owners of these stores are watching salesmen for Julian & Kokenge Co. of Columbus, O., display the spring and summer styles in Foot Saver shoes that their clerks will be selling six months hence. With his sample case each salesman also has a portfolio of advertising for the new models. Here are proofs of copy that will appear in the national women's magazines next spring, placed and paid for by the manufacturer.

Here is an assortment of newspaper advertisements to be run locally by the retailers, the manufacturer furnishing the layouts and standing half of the cost of the space. Here are dealer helps, direct mail material, show cards and the like.. And here, in a special pocket in the back cover of the portfolio, is the 1936 spring and summer Foot Saver radio campaign, 26 programs recorded on two large discs. Yes, 26 programs on two records, because each broadcast lasts only one minute, making it possible to record 13 on a single platter, six on one side, seven on the other.

Typical Foot Saver Announcement

Fanfare:

Announcer: Well . . . here are Mr. and Mrs. Barton, checking over the monthly bills.

Dick: (pleasantly astounded) Why, Peggy! . . . According to these bills you haven't bought any stockings this month! (laughing) Have you been going bare-legged?

Peggy: (pleased) No, darling . . . and I haven't been wearing cotton stockings, either.

Dick: Out with it, young woman! What's your secret?

Peggy: It's no secret . . . I've started wearing Foot Saver Shoes.

Dick: Well what's that got to do with your stocking bill?

Peggy: Plenty! Foot Savers never *slip* at the heel and that's where all my stockings used to wear out . . . before I discovered Foot Saver Shoes.

Announcer: Mrs. Barton, Foot Saver Shoes are a real discovery for every woman! Their new Shortback free-walking last, flatters the lines of the foot . . . and saves stocking wear too . . . because it's snug at the heel, yet never too tight at the toes . . . And Foot Savers' cleverly concealed construction comforts and supports the arch all day long. Foot Savers are truly . . . SMARTLY SHAPED TO FIT THE MODERN FOOT.

Local Announcer: And remember, ladies, Manning-Armstrong are exclusive headquarters for Foot Saver Shoes in Hartford, Reading and Allentown. Stop in and see these fashionable and comfortable Foot Saver Shoes at Manning-Armstrong.

Short But Effective

AT FIRST thought it seems all out of proportion to use so short a program to advertise shoes that retail for from $9 to $12.50 a pair, that are advertised with generous space in magazines and newspapers. You'd expect a half-hour program, or a 15-minute one, at least.

But, after all, radio can't very well complain if its users find it so efficient that a minute is long enough to accomplish a sales job. And if you don't believe that these one-minute Foot Saver programs are doing a job just cast your eyes over these fan letters, written not by listeners but by retail dealers:

"Our broadcasts over KYA have proven so satisfactory that we renewed for another month . . . eight calls in one day . . . KYA tells us they are the best records they ever had on the station . . . getting people in here we couldn't seem to reach any other way."—C. S. Wills, Wills Shoe Co. Inc., Shoe Department, City of Paris Dry Goods Company, San Francisco.

"We have never spent any money on advertising which we were as able to trace as many direct sales to as we have to the radio advertising of Foot Saver shoes. We have had letters from as far north as 100 miles north of San Francisco, as far as the Mexican border on the south, Twin Falls, Idaho, and New Mexico on the east. We have used radio advertising off and on a good many times but have never been able to trace as many direct results as we have from this particular program, so it is quite probable that we will have to give the man who prepared these recordings most of the credit." — W. A. Innes, Innes Shoe Co., Los Angeles.

"Our Foot Saver business for October was 25% ahead of last year and we give radio credit for a good part of it. We are increasing the number of announcements on one of the stations from two to four a week and will increase the other one as soon as we can get the time we want."—B. Rich's Sons, Washington, D. C.

Maybe the reason for letters such as these is that Aubrey, Moore & Wallace, Chicago advertising agency which prepares and places the advertising for Foot Savers, takes as much care with these one-minute shots as if they were one-hour productions to be broadcast over a coast-to-coast hook-up. Although each continuity is limited to approximately 150 words, the agency asks a number of experienced radio writers to contribute a half-dozen or so each and from the 50-odd submitted selects the 26 that most effectively depict the good qualities of Foot Savers. A typical script taken from the new series is printed in an adjoining column.

Once the continuities have been chosen, Fred G. Ibbett, radio dramatic director of the agency, begins to cast them, selecting actors whose voices best express the various characters, until he has engaged ten or twelve characters who can be used in various combinations for all 26 programs. Following the casting Mr. Ibbett puts his performers through a full day's rehearsal during which many of the scripts are partially rewritten to be more suitable to the particular voices chosen. Since the programs are so short not a syllable can be wasted and each word is considered as carefully as if it were to be spelled out in lights for a huge electric sign. While the actors have been rehearsing Harlow Wilcox, NBC announcer, has been studying the commercials, and when all is ready the cast goes to the recording studios where from four to eight hours are spent in getting the programs recorded.

Complete Instructions

WHEN a dealer orders the radio series for use over his local station a complete set of instructions on playing the records is sent to the station. A copy of these instructions is also sent to the retailer along with an assortment of signature announcements and a triplicate contract form, one copy for the station, one for the retailer, and one for him to send back to the company, which is necessary since the manufacturer shares the cost of the station time equally with the dealer.

Many of these contracts — and since the Foot Saver programs have been broadcast over more than 100 stations in all parts of the country, they give a reasonably accurate cross-section — show a startling variance between published rates and rates actually charged the local merchants. The rate card of one major station, for example, calls for $65 for such announcements, while its contract with the local dealer calls for $15. Another station quotes $52.50 but bills $10.20. Other contrasts are $19.80 and $5.60, $6.30 and $1.50, $23.00 and $9.25. About 25 of the stations, however, have no rate differential and their billing is the same as that shown on their rate cards.

Getting Results

IN NO case is any station discriminated against because it sticks to its rates, but as long as the majority of stations will cut their rates to local retailers this company and many other national advertisers are going to go on placing their broadcasting contracts through their retail outlets and many advertising agencies are therefore less apt to recommend spot broadcasting instead of commissionable media.

The first series of Foot Saver programs went on the air in the fall of '34, the second series last spring, and the third series, for the fall of '35, is well under way. In addition, Julian & Kokenge Co. has launched a Sunday noon series over a 16-station CBS hook-up entitled *Musical Footnotes*. These are quarter-hour programs of romantic music of the Victor Herbert type, sung by Vivian della Chiesa, lyric soprano who won WBBM's new singer contest against 2,500 competitors, and Franz Imhoff, tenor, and played by Ralph Ginsburgh's string ensemble. The commercials are brief, straight sales talks.

But as long as they continue to produce such satisfactory results as those indicated by the testimonials quoted above the one-minute dramas will continue to form an important part of each semi-annual Foot Saver campaign.

WSYR's EDUCATIONAL SETUP

"Syracuse Plan" Enters Fifth Year, With Ample Time Donated to Cultural Type of Program

WSYR, Syracuse, has started the fifth year of its "Syracuse Plan", a method of solving the educational-commercial controversy in that city. The station believes the plan is workable in any city where a college is located. WSYR goes on the premise that educational and religious broadcasts are necessary and desirable to a reasonable degree, despite a heavy commercial schedule.

The station has its new antenna and transmitter on the Syracuse University campus, with downtown studios. For use of the property, the university is offered several times the actual hours it uses. This season the college broadcasts 2½ hours weekly in addition to a series fed to NBC. Prof. Kenneth Bartlett, Syracuse U. radio director, confines the programs to features that will command general interest, with showmanship applied to a considerable degree. No time is wasted on doubtful programs or lectures likely to draw only a small audience.

Church features on WSYR consume another 2½ hours weekly, besides two hours of local religious programs created by the station and network programs of the sacred type. Many of the schools in Central New York have WSYR programs.

After four years of the "Syracuse Plan", a smooth-working system of operation has been developed. The predecessor station to WSYR was started in 1922, the two being combined into WSYR-WSYU. The latter call is used exclusively by the university while elementary schools and other colleges use WSYR when on the air.

University Council Formed in Chicago

Favor Cooperation With Radio Rather Than Legislation

Mr. Miller

SEEKING the best means of presenting educational material by radio, the University of Chicago, Northwestern University and De Paul University have established the University Broadcasting Council, with headquarters at 230 N. Michigan Ave., Chicago. Allen Miller, for nine years director of the University of Chicago's radio department, has been made director of the Council, which is supported by the three universities and the Rockefeller and Carnegie Foundations, with additional cooperation from the National, Columbia and Mutual networks. Executive control is vested in a board of trustees with two members from each of the universities.

The Council headquarters, in addition to executive offices, contain two studios and a central control room and patch board from which programs from the downtown studios and remote studios on the campuses are fed to the radio stations and networks. Studios are already in use at Northwestern and Chicago, and are being built at De Paul.

Ample Cooperation

"RADIO is a new educational medium," Mr. Miller stated, "which requires the development of new instructional techniques. It is the purpose of the University Broadcasting Council to establish a staff technically competent in the required departments to determine, build and present programs combining the highest standards of education with the best presentation techniques of radio."

"It is my belief," Mr. Miller went on, "that education can gain much more through cooperation with commercial broadcasting than it could hope to achieve through fighting for paternalistic legislation. We have found the broadcasters extremely willing to cooperate with us, aiding financially as well as donating time on the air."

The contemplated programs of the Council include dramatizations of science, history and common law, a continuance of discussion programs dealing with current problems of an informational and controversial nature, and popular talks in other fields.

Studebaker Spot Drive

A SERIES of 12 quarter-hour WBS transcriptions, featuring Richard Himber and his orchestra, have been completed by Chicago studios of WBS for placement on between 65 to 70 stations for Studebaker Corp., South Bend, Ind. The series, to be used as a special November campaign announcing the new Studebaker, starts Nov. 4 and will run through Nov. 30, for a four-week campaign. Roche, Williams & Cunnyngham Inc., Chicago, is the agency, with James M. Woodman account executive.

Ray Noble for Coca Cola

COCA COLA Co., Atlanta (beverage) returns to the air Oct. 30 a CBS network comprising 79 stations with Ray Noble's orchestra, Wednesdays, 9:30-10 p. m. Al Bowlly will furnish vocal selections. The young British conductor has been broadcasting for Coty Inc., New York (perfume). D'Arcy Adv. Co. Inc., St. Louis, is the Coca Cola agency.

National Lutheran Hour Using 8-station Network

THE NATIONAL *Lutheran Hour* returns to the air Oct. 20 for a schedule of 26 Sunday broadcasts over a specially arranged network of eight stations under the sponsorship of the Lutheran Laymen's League and the International Walther League, St. Louis. Dr. Walter A. Maier, of Concordia Seminary, whose lectures featured the *Lutheran Hour* on CBS in 1930-31, will be the speaker. The students' chorus of Concordia Seminary, numbering some 300 voices, will support the program.

E. J. Gallmeyer, Fort Wayne, Ind., president of the Lutheran Laymen's League, is chairman of the radio committee. The broadcasts are financed by contributions from members and friends of the two leagues and the various Lutheran churches in the country. Stations on the special hookup are KFUO, St. Louis, where the program orginates; WLW, Cincinnati; WCAE, Pittsburgh; WINS, New York; WGAR, Cleveland; WJJD, Chicago; CKLW, Detroit; KSTP, St. Paul. Kelly & Stuhlman Inc., St. Louis, is the agency.

Nominated by Radio

TWO candidates who used WHK, Cleveland, consistently in the recent mayoralty campaign there were nominated, the station announces, and have arranged for heavy schedules for the election drive. Two other candidates, one the present mayor and former governor of Ohio, claimed they did not need radio and were defeated by large margins.

Father Coughlin to Start With West Outlets Added

A NATIONWIDE independent network, to cost about $300,000 for station time and telephone lines during the season, will be used by Father Charles E. Coughlin, Detroit radio priest, for his new series to begin Nov. 3. The broadcasts will be for 45 minutes, rather than an hour as in the past, 4-4:45 p. m. (EST), Sundays. It will be speech only, Father Coughlin having decided to eliminate music this year.

Added to the network will be stations in Denver and Salt Lake City. KNX, Los Angeles, and KYA, San Francisco, have been definitely selected, but stations in the other cities have not. The account is being placed for Father Coughlin by the E. W. Hellwig Agency, New York. It will be the largest network the famous priest has used. WJJD will be used in Chicago. In the East, it is understood, practically the same stations will be used as last year for the network.

Broadcasts Saved Music From Depression Loss, Asserts Mischa Elman

CONFLICTING statements concerning the effect of radio upon music have been issued by E. C. Mills, general manager of ASCAP, and by Mischa Elman, world renowned violinist. ASCAP, in a statement to the press, contends that "murder of music" by radio was accomplished during 1934 when the 85 leading tunes were played a total of 1,255,669 times by the two principal networks. These figures, he said, substantiate the contention of his organization that radio must pay for the performance of music a sum sufficient to compensate for some of the losses in sheet music sales, or the songwriters of America will be unable to continue.

Mr. Elman, who appeared as soloist in the General Motors Concert over an NBC-WEAF network on Oct. 13, declared that broadcasting saved the music world during the depression. The limited group of supporters of musical enterprises like symphonies and opera companies, in the days before broadcasting, he said, were likely to have failed to carry their organizations through the worst test of the panic.

The added strength furnished directly and indirectly by the outlying audience, built up by consistent broadcasting of good music by leading musical bodies, supplied just the additional financial help needed to carry these organizations through, Mr. Elman said. He continued:

"Several musical organizations, whose almost certain loss otherwise would have been calamities in the musical world, were enabled to get through their trying period because they were able to earn money by sponsored concerts or were paid by the networks for sustaining programs. It is well enough to say that broadcasting has brought good music to the great public remote from concert hall centers. That is certainly true. But the equally striking truth appeals to me, that broadcasting actually contributed in a major way to the dollars and cents solution of the life or death problems of the organizations most concerned with good music."

American Broadcasting and Television Still Leading Europe, Says Mr. Sarnoff

BACK from a trip to London and six countries of continental Europe, where he studied radio developments with particular attention to television, David Sarnoff, RCA president and chairman of the board of NBC, reiterated his frequently expressed opinion that "American radio and American radio research is still well in advance of Europe's in spite of recent progress there."

Mr. Sarnoff made this statement in the face of the public introduction of the 320-line television in Berlin, now on display there at about a dozen "viewing posts", and despite the fact that the British Broadcasting Corp. will definitely introduce television to the London public next spring. RCA is still keeping its television, said to be capable of 420-line images, inside the laboratory, although it is planning to build its first experimental station near Philadelphia within a year.

America Ahead

"I STUDIED the technical developments in the important radio laboratories in Europe," said Mr. Sarnoff, "and saw their latest television experiments. While interesting research work is being done along those lines in several European countries, the progress being made in our own countries is in advance of anything I saw abroad. America continues to lead the world in radio."

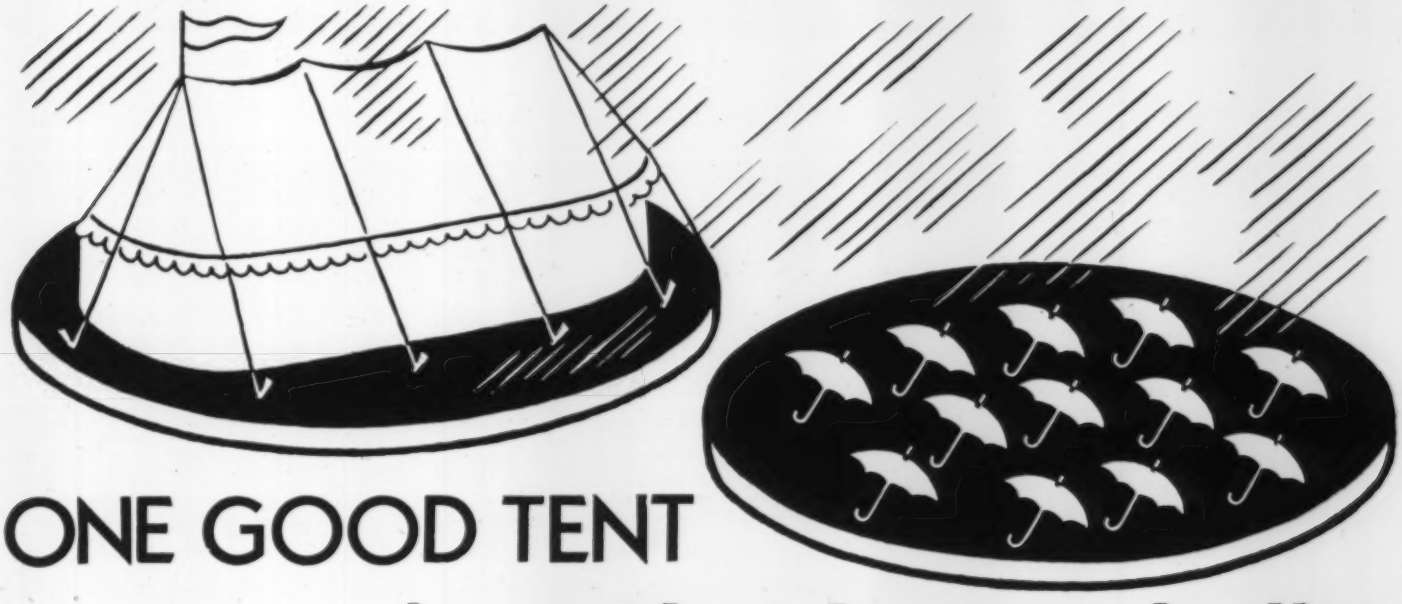
The Sarnoff statement is interpreted to mean that RCA continues confident that its visual broadcasting development, though not yet ready for introduction to the public here, is regarded by him as superior to the 240-line Baird system and the 420-line E.M.I. (Marconi) system which the British Postoffice Department has ordered installed in London by next spring. American television experts apparently intend to pursue their policy of "watchful waiting" and see how television is accepted by the British before venturing its introduction here.

Mr. Sarnoff pointed out that there were three fundamental differences between European and American radio—first, the government requirement that annual fees must be paid for the privilege of listening; second, the higher costs abroad of radio sets and tubes; third, the strict governmental control of radio programs abroad.

"Broadcast transmission in Europe," he said, "is generally a government monopoly and the radio programs are under strict governmental control and censorship. In England, the BBC, while government owned, is nevertheless permitted to exercise a measure of freedom; but in other European countries, especially where dictatorship is the order of the day, radio is primarily used for propaganda purposes and to perpetuate the power of those in control. In such countries, no word of opposition to those in control may be uttered, nor may any difference with their opinions be expressed. It is significant that in countries where the freedom of radio is prohibited, the freedom of the press has likewise been abolished.

"But despite these restrictions and repressions, radio programs continue to cross the borders and are increasingly welcome visitors in European homes. Radio waves need no passports and cannot be stopped by tariffs and quotas. The increase in short wave transmission has brought to the people on the European continent, the realization that through their radio receiving sets they can come to know more about themselves, their neighbors, and those far away. They realize today that like the automobile, the radio set is no longer an experiment. It has become a necessity of modern life — the window at which the family sits and views the world."

WHERE YOU HAVE GROUND TO COVER



ONE GOOD TENT

is worth a dozen umbrellas

IN Iowa, protecting the business of your dealers against competition is like protecting a crowd from the rain. One good tent is worth a dozen umbrellas.

To sell Iowa, you have ground to cover. And in selling it by radio, you need the one station with enough power to cover all Iowa at once — WHO with 50,000 watts.

Iowa is a broad market. No single city dominates it. Des Moines, home of WHO, Iowa's largest city, has less than 6% of the state's population. Buying power, spread over the entire state (55,586 square miles) flows through a score of important trading centers.

Some of these markets have low-powered local radio stations. Some do not. In fact, all other Iowa stations together do not cover the state so effectively as does WHO, because, where you have ground to cover, one good tent is worth a dozen umbrellas.

"GROUND TO COVER"

Iowa is a big market, because it is a big collection of smaller markets, each too important to neglect. Trying to cover all these markets with smaller stations would be costly and ineffective. One station — and only one — has the power to cover this rich area — WHO, with 50,000 watts.

CENTRAL BROADCASTING COMPANY

J. O. Maland, Mgr. DES MOINES, IOWA *Phone 3-7147*

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

SAINT PAUL **WTCN** MINNEAPOLIS

Offers
the Services of

THE COMBINED MERCHANDISING DEPARTMENTS

of the

St. Paul Dispatch-Pioneer Press, Minneapolis Tribune and St. Paul Daily News . . . 23 Experienced Men and Women . . . to Help Build Your Sales in the Twin Cities, the Nation's 10th Largest Market.

◆ ◆ ◆

A few of the many services offered by this WTCN merchandising organization.

- STANDARD MARKET DATA
- ROUTE LISTS OF TRADES FOR SALESMEN
- MAIL NOTIFICATION TO TRADE OF SPOT CAMPAIGNS
- SPECIAL SURVEYS
- DISTRIBUTION OF POSTERS, COUNTER CARDS, ETC.
- AUDITION FACILITIES
- PRINTING OF BROADSIDES, INSERTS, ETC.

WTCN . . . ST. PAUL DISPATCH-PIONEER PRESS AND MINNEAPOLIS TRIBUNE STATION

FREE & SLEININGER, Inc., National Representatives.
New York, Chicago, Detroit, Denver, Los Angeles, San Francisco.

Lehn & Fink Signs For Spots To Supplement Network Series

Popular Studio Programs Selected on 18 Stations With Contracts From Six Months to a Year

TO SUPPLEMENT its nation-wide CBS network used Sunday evenings and featuring Leslie Howard, Lehn & Fink Products Co., New York, for Hinds Honey and Almond Cream, has signed for spot time on 18 stations from Coast to Coast, using in the main local studio programs and talent. The supplemental spot contracts run from six months to a year.

This campaign, placed by Kenyon & Eckhardt Inc., New York, is one of the first to use live talent which already has built up large followings in the particular communities in which the stations are located. The effort of the sponsor was to obtain the most popular program for each of the 18 cities selected. All programs are to be broadcast during daytime.

Reaching Housewives

THE ENTIRE campaign for the hand lotion, evidently running in excess of $250,000, also includes a substantial group of newspapers, as well as the *Comic Weekly*, with the stations carrying the major effort. Lehn & Fink, it was said, attaches great importance to the localized broadcasts, believing they afford an intimate contact with community markets. Daytime was selected for the spot broadcasts to reach housewives.

The stations and programs selected for the spot campaign are as follows:

WWL, New Orleans, 30 minutes daily Monday through Saturday, Sept. 30 to May 2, 1936. Talent: Romantic show titled *Just Home Folks*.

WFAA, Dallas, 15-minute programs Mondays, Wednesdays and Fridays, until May 1, 1936. Talent: *Jay Burnette*, who writes a song a day from titles suggested by audience. Same program listed for WBAP, Forth Worth and KPRC, Houston, at same time and under similar contracts, through special wire arrangements.

KVOO, Tulsa, 15 minutes, Mondays, Tuesdays, Thursdays and Fridays, Nov. 4 to May 1, 1936. Talent: *Bill and Mary*, a story of the Ozark Mountains.

KFI, Los Angeles, 15 minutes, Mondays, Wednesdays and Fridays, from Nov. 4 to May 1, 1936. Talent: Musical program by *Charles Wellman*, with piano accompanist.

KPO, San Francisco; KGW, Portland, and KOMO, Seattle, special West Coast hook-up, 15 minutes, Mondays, Wednesdays and Fridays, Nov. 4 to May 1, 1936, featuring *Harold Dana*, singing songs requested by audience.

WDAF, Kansas City, 15 minutes, Mondays, Wednesdays and Fridays, Nov. 4 to Oct. 30, 1936. Talent: *The Friendly Counselor*, a woman who answers letters dealing with family problems.

WHO, Des Moines, 30 minutes, Mondays, Wednesdays and Fridays, Oct. 14 to Nov. 22, feature not specified, but from Jan. 6 to March 13, 1936, program, at same time, will feature *Gene and Glenn*, famous air comedians.

WSB, Atlanta, 15 minutes in later afternoon, Mondays, Wednesdays and Fridays, Nov. 4 to May 1, 1936. Talent: *The Singing Red Heads*, rhythm team.

WCCO, Minneapolis, 15 minutes, Mondays, Wednesdays and Fridays, Nov. 4 to Oct. 30, 1936. Talent: *Four Horsemen Quartette*, singers and novelty musicians.

WJR, Detroit, 15 minutes, Mondays, Wednesdays and Fridays, Nov. 4 to May 1, 1936. Talent: *Three Aces*, harmony team.

WGY, Schenectady, 15 minutes, Mondays, Wednesdays and Fridays, Nov. 4 to Oct. 30, 1936. Talent: Musical show, with *Piano Pals, Roger Sweet* tenor, and *Allen Kennedy*, announcer.

WGAR, Cleveland, 15 minutes, Mondays, Nov. 4 to May 1, 1936. Talent: *Ozark Mountain Boys*, hill-billy team.

WLW, Cincinnati, and WGN, Chicago, 15 minutes, Mondays, through Fridays each wek Nov. 4 to May 1, 1936, as two station hook-up. Talent: *The Life of Mary Sothern*, with program to originate at WLW.

West Coast AAAA Will Meet Oct. 24

SPOKESMEN for radio and advertising from all parts of the United States will attend the first annual Pacific Coast convention of the American Association of Advertising Agencies to be held at Del Monte, Cal., Oct. 24-25, inclusive.

The convention will follow closely the style set by the AAAA in White Sulphur Springs last April, with all sessions invitational. Informal and unrecorded, the first day business sessions will be for members and agency guests only. Members and *all* guests will be admitted to the second day sessions, according to Walter A. Burke, McCann-Erickson Inc., San Francisco, regional executive of the AAAA for the Pacific Coast, and convention secretary. Agency management, rather than advertising technique, will be stressed during the conclave, he stated.

John Benson, New York, president of the AAAA, will attend the convention and be one of the principal speakers. With him will be several Eastern advertising executives who will also take an important part in the sessions.

Radio Features

DON E. GILMAN, NBC western division vice-president, San Francisco, is to be one of the principal speakers at the guest session Oct. 25, having for his subject of discussion, "How I Would Buy Radio Time". Although the complete program has not been announced, there will be several other talks on radio.

Louis R. Honig, Erwin-Wasey convention chairman. The program committee, headed by Dana H. Jones, president of the Dana H. Jones Co., Los Angeles, includes Don Francisco, Lord & Thomas, Los Angeles; Stanley G. Swanberg, Botsford, Constantine & Gardner, San Francisco; William T. Prosser, Strang & Prosser, Seattle, Wash., and Joseph Gerber, Gerber & Crossley Inc., Portland, Ore.

Leon Livingston, president, Leon Livingston Adv. Agency, San Francisco, is chairman of the program committee, assisted by R. Lynn Baker, J. Walter Thompson Co., San Francisco; Dan B. Miner, Dan B. Miner Co., Los Angeles; Burt Cochran, McCann-Erickson Inc., Seattle, and Frances Coykendall, Botsford, Constantine & Gardner, Portland, Ore.

MORE than ten miles of lace paper shelf paper has been sent out by Royal Lace Paper Works Inc., Brooklyn, to WOR listeners, who were offered nine feet of shelf paper on two *Martha Deane* programs.

Hear *before* You Buy!

NOW agencies and their clients can hear any of KNX's five participating programs when and where they choose. Each of these programs, having a personality all its own, is presented in a complete folder which includes a recording of excerpts of one of the actual programs —so you *hear* just how the commercials are given . . . also a complete sales folder presentation showing you bona-fide case histories of present sponsors — up-to-date coverage data — mail breakdown from present participants — costs, etc., all in ABC time saving order.

One of these five Participating Programs will best fit the merchandising quirks of your product

1. "Sharplesville" (7 to 8 a. m. daily except Sunday) conducted by Bill Sharples — the grocers' friend. On KNX for past 8 years.

2. "Eddie Albright's 10 o'clock Family" (10 to 10:30 a. m. daily except Sunday) an intimate KNX program featured for past 10 years.

3. "Fletcher Wiley's Housewives Protective League" (11 to 11:30 a. m. and 3:30 to 4 p. m. daily except Saturday and Sunday) De-bunking false advertising claims, rackets, and assists housewives in determining true value.

4. "KNX Dude Ranch" (9:30 to 10 p. m. daily except Friday and Saturday) featuring Loyal Underwood and the famous Arizona Wranglers.

5. "KNX Barn Dance" (8 to 10 p. m. Saturday nite) featuring entire KNX Orchestra and Talent Staff. Audience show playing before 1,500 people.

Records of ALL these programs are at the offices of John Blair & Co., our National Representatives. Phone to hear them!

KNX

THE "VOICE OF HOLLYWOOD"

JOHN BLAIR & CO., National Representatives

NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO

TERRIBLE TESTIMONIALS . . . No. 5

"It's a cryin' shame! Nobody takes me seriously-least of all, the K F W B radio fans. There oughta be a law."

Frank McHugh

They may not take *you* seriously, Frank, but they certainly do listen to KFWB. And it's no wonder. What other independent station can offer such talent as the Warner Bros. stars? And there is a law—it's this: The finest entertainment attracts the most listeners, and the most listeners bring the most sales.

KFWB

A GOOD SPOT FOR YOUR ADVERTISING

LOS ANGELES

Owned and Operated by Warner Bros. Motion Picture Studios
Free & Steininger, Exclusive Representatives

Vacation Campaign Expands Sales of WROK Advertisers

Over 38,000 Actual Purchases Are Made by Participants

By GUY T. STEWART

Sales Manager, WROK, Rockford Ill.

LOCAL radio station owners, managers, sales managers, salesmen and agencies many times hear the old squib: "I don't believe your station has listeners." To me it is an old, old story. Fortunately or unfortunately (depending on your viewpoint) my first experience in radio was in selling special programs such as radio auctions, druggists cooperative programs, etc., over various local stations in different sections of the country. I value this experience highly as it taught me radio fundamentals from many different angles. In all of my experiences, I have heard the same old story in every city, "I don't believe you have the listeners", which of course in most instances, is merely an alibi to get rid of the salesman.

I have personally used various plans and have seen different stations resort to diverse ways and means to break down this resistance. However, we have just finished a station promotional plan here at WROK that should convince the most rabid skeptic of what a good job local radio stations in general and WROK specifically can do for our advertisers.

We arranged for two free trips to Chicago to last one week, through the Lindstrom Travel Bureau of Rockford. These trips included free transportation, hotel accommodations, picture shows, night clubs, boat rides, sightseeing tours and various other forms of entertainment.

Sales Stimulation

THE ONLY requirements for the participating contestants were evidences of purchases from WROK advertisers, such as bread wrappers, bottle tops, sales slips, etc. Each evidence of purchase of 5c or more represented 100 votes. When we tell you that from Aug. 15 to Sept. 14 we received 3,822,800 votes in this campaign, we are sure you will agree that we put it over with a "bang".

No media of any kind was used except radio and window cards. We did considerable plugging every day and three times daily we broadcast a list of our advertisers. Every advertiser we have on the air was represented in the final count of votes and they were well pleased with the results. The vote represents 38,228 purchases from WROK advertisers, the purchases ranging from 5c to $167.64 each, and serves two purposes: First, it proves to our advertisers that we are intensely interested in merchandising their programs and products; second, it enables our salesmen to break down sales resistance regarding our listening audience.

On the last night of the campaign, Sept. 14, over two million votes were brought to the station. The contestants brought them in bushel baskets, gunny sacks and in every conceivable manner. It kept our entire staff busy counting and checking votes. We stayed on the air an extra two hours with an impromptu show, giving flashes of vote returns every few minutes and had a host of favorable comments as a result. Three prominent Rockford citizens acted as the official judges.

At the completion of the campaign, all of the 3,822,800 votes were placed in a bank window on the main corner of Rockford from which corner our *Man on the Street* program is broadcast at 12:30 p. m. each weekday.

After getting the two winners off on their trips, we selected the next 12 highest in the contest and took them to Chicago for one day and night at our own expense, to show the appreciation of WROK and our advertisers. We believe we will be repaid in good will and actual results from prospective advertisers to more than amply compensate us.

Of course, both local and national spot advertisers are gradually waking up to the fact that the local station can do and is doing a real job, but anything and everything that any and all of us can do in the way of station promotion and further to convince advertisers of these facts, is well worth our while. We will be only too glad to furnish more detailed information regarding our free vacation campaign to stations, salesmen or agencies who are interested.

Wins Promotion Prize

Mr. Callahan

FOR a direct mail campaign, Vincent F. Callahan, sales manager of WRC and WMAL, Washington NBC stations, was named one of the 50 winners of the 1935 Direct Mail Leaders Contest sponsored by the Direct Mail Advertising Association. The campaign consisted of six mailing pieces stressing advantages of WRC and WMAL. Each piece was unique in style and copy. One was a picture postcard mailed from Miami with a handwritten message promising to increase sales "so you can spend your winters in Florida." Another was a letter airmailed from San Francisco, comparing speed of the airplane to "the fastest thing in merchandising."

Pharmacy Week

TO PUBLICIZE National Pharmacy Week Oct. 21-26 the sponsors of over 30 radio programs will devote a portion of their broadcast time to informing the radio audience of the observance. Special NBC and CBS programs with speakers prominent in the drug field will be broadcast before Oct. 21. A few of the manufacturers who have pledged their support via radio are: Bristol-Myers Co.; Bourjois Sales Corp.; Pepsodent Co.; Charles H. Phillips Chemical Co.; Pinaud Inc.; Proctor & Gamble Co.; Scott & Bowne Inc.; Dr. Miles Laboratories; Horlick's Malted Milk Corp.; Emerson Drug Co.; Health Products Corp.; Campana Sales Co.; Maybelline Co.; Bayer Co.; Welch Grape Juice Co.; Tastyeast Inc., and Harold S. Ritchie & Co.

5th

in RADIO GUIDE'S Coast to Coast RADIO QUEEN VOTE

LULU BELLE

Radio Guide
Sept. 28, 1935

Final Standings

1. Jessica Dragonette
2. Joan Blaine
3. Virginia Clark (Mary Marlin)
4. Francia White (Helen Trent)
5. **LULU BELLE**
8. Vivienne Segal
9. Kate Smith
10. Ireene Wicker
11. Gertrude Niesen
12. Leah Ray
13. Mary Jane Walsh
14. Loretta Lee
15. Gracie Allen
16. Elsie Hitz (Gail of Dangerous Paradise)
17. Rosaline Greene
22. Gladys Swarthout
23. Louise Massey
24. Vera Van
25. Ethel Shutta
26. Betty Winkler
27. Annette Hanshaw
oore
Hilliard
ail (Myrt
of Myrt and Marge)
31. Frances Langford
32. Ethel Merman
33. Irene Beasley
34. Mona Van
35. Ruth Etting
36. Kathleen Wilson (Claudia of One Man's Family)
37. Nola Day
Nellie Revell
42. Portland
43. Olga Alba
44. Linda Parke
45. Helen Jepso
46. Gale Page
47. Maxine
48. Vaughn
49. Cornelia Skinner
50. Patti C
51. Irma
52. Deane
53. Fran A
54. Beatrice (Betty
55

Lulu Belle is exclusively a WLS artist. Her first and only radio work has been on WLS. She is the favorite of countless thousands of radio listeners, as indicated by the following:

1. **12th** in popularity among all radio artists on the air in another nationwide radio poll recently conducted by Radio Guide—**1st among women** (1,250,000 votes cast in this poll).
2. More than **65,000 letters** to Lulu Belle received at WLS from January to September, 1935.
3. Advertiser featuring Lulu Belle on WLS National Barn Dance half-hour recently signed **4th** yearly renewal.

WLS Listeners wanted a "Lulu Belle" Morning Show . . . . *now it's available for* SPONSORSHIP!

Since 1934 WLS listeners have asked to hear Lulu Belle in her own morning broadcast. They particularly want to hear her featured with Skyland Scotty, well-known singer, instrumentalist, composer of ballads, and, incidentally, her husband.

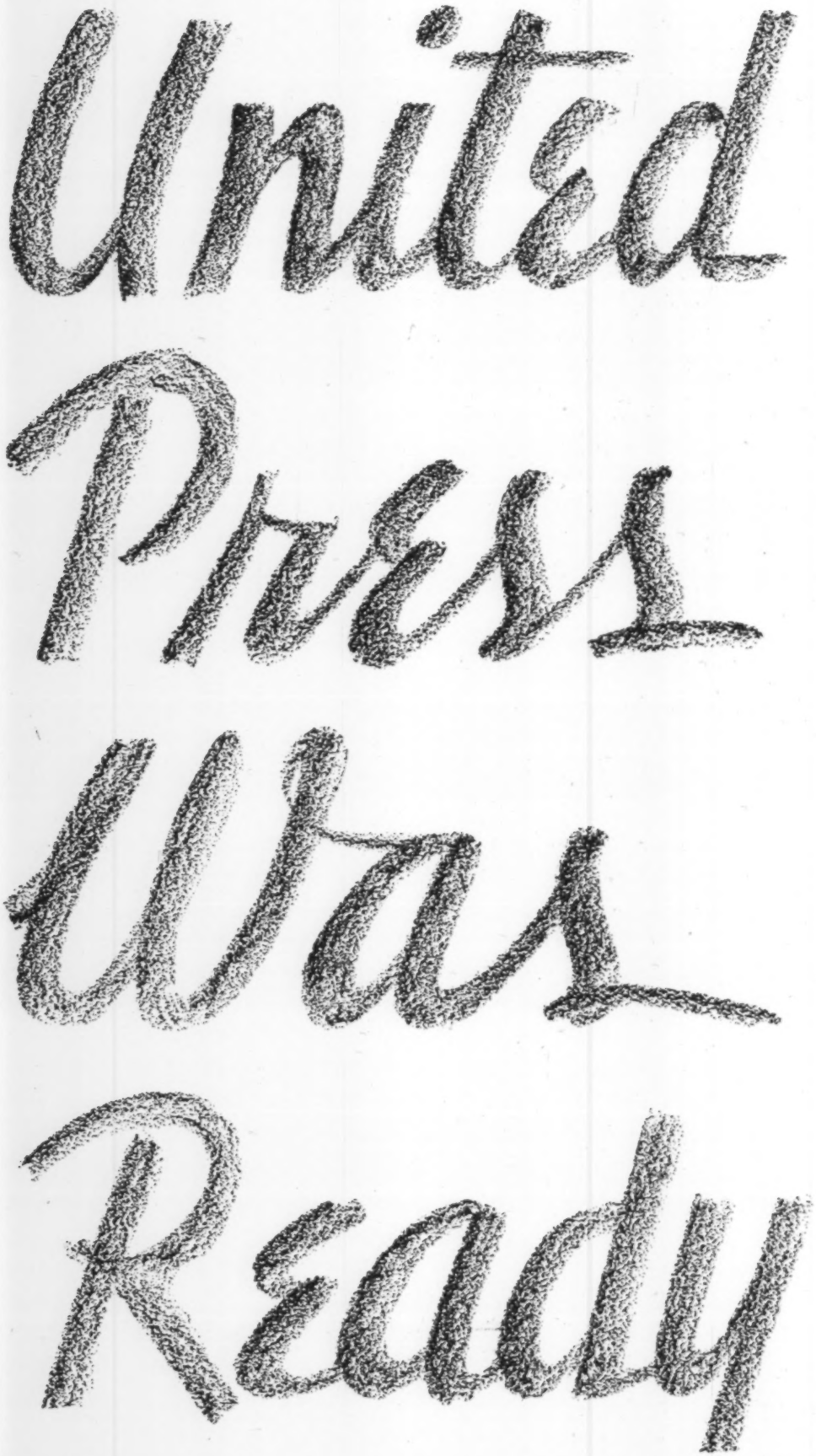
This Fall WLS presents "Lulu Belle and Scotty," a 15-minute program of song, music and typical Lulu Belle humor. It is available for sponsorship three days a week.

Audience reaction to this "commercial" program is sure to be tremendous—its commercial value great. For complete details, including time and costs, write WLS.

Advertising Results Follow Listener Interest

WLS
50,000 WATTS

THE PRAIRIE FARMER STATION
1230 WASHINGTON BLVD. CHICAGO, ILLINOIS
BURRIDGE D. BUTLER, President — GLENN SNYDER, Manager
NEW YORK OFFICE: Graham A. Robertson, 250 Park Ave.


United
Press
Was
Ready

United Press (U.P.) Planned Its War Coverage in May

All sources of United Press information — from the offices on the long corridors of the Quai d'Orsay in Paris—from 10 Downing Street, London, where Britain's imperial policies are made—from Palazzo Venezia in Rome, where Mussolini bent over his war maps and envisioned a new Italian Mediterranean empire—from Berlin—from Moscow—from Geneva—the confirmatory whispers came from diplomats—from statesmen—war in Ethiopia seemed inevitable.

First line of U.P. news defense planned

Edward Beattie was sent from Berlin to Ethiopia—first American Press Association correspondent to reach the Ethiopian capital—H. R. Ekins, in New York, was assigned to reinforce him — Arthur Street and Reynolds Packard were put on the job at Djibouti — Ed L. Keen, United Press Vice President in Europe, went to Rome — Webb Miller, chief of United Press European news organization, flew to Cairo, down the Nile to Khartoum, to Port Sudan, to Asmara, the war front of the Italian troops—everywhere contacting United Press correspondents—assigning men to new positions, everywhere searching out new short cuts to spot news contacts — expanding, reinforcing United Press first line of news defense.

More men were moved into European hot spots—to Geneva, where statesmen talk and may sometimes act—to London—to Paris—where 3,000 miles from Ethiopia a new and even more terrible war front may be created—to Berlin, where Hitler plans his strategy. New channels of communication were opened—new methods devised to reduce delays—to increase speed—to shrink the time—to get the NEWS TO YOU—FIRST.

These preparations enabled United Press to be FIRST with—

1 Mussolini's dramatic test mobilization of Fascists.

2 The Italian advance into Ethiopia.

3 Emperor Haile Selassie's call to arms.

4 The air raid on Aduwa.

5 The capture of Adigrat.

6 Ethiopia's demand that League use force against Italy.

7 Council votes penalties.

We're not boasting, BUT . . . .

we just thought you might be interested in the fact that our total national business, as compared with the corresponding months last year, is showing the following gains this year:

April . UP 15%	July . UP 96%
May . . UP 29%	Aug. . UP 111%
June . . UP 40%	Sept. . UP 117%

To our reticent and retiring minds, this would seem to indicate that at least *some* national advertisers are realizing that conditions in the great Red River Valley are decidedly on the up—and UP!

How about making us *talk?*

THE OLDEST BROADCASTING STATION IN THE NORTHWEST

Free, Johns & Field, Inc., National Representatives

WDAY, INC.

N. B. C.

FARGO, N. D.

W D A Y • W D A Y • W D A Y • W D A Y • W D A Y • W D A Y •

A DELICATE SALES PROBLEM

Solved by Funeral Concern, Which Uses Radio With Success and Creates Immense Good-Will

By MAXINE WRIGHT
KOMA, Oklahoma City

"I AM thoroughly convinced of the power of the 'spoken' word," remarked R. H. Kirby, promotion manager and secretary-treasurer of the National Guardian Foundation, as he commented on the power of radio advertising, with its direct sales appeal. Radio offers the closest approach to the actual, personal sales call, in which the sales representative talks in easy, conversational language that anyone may understand.

Mr. Kirby's enthusiasm over radio advertising resulted from a successful first venture in this field, using a transcribed Biblical dramatization, from 1 to 1:30 p. m. each Sunday over KOMA, Oklahoma City.

There is probably no more difficult problem of persuasion than that confronting the Guardian Foundation, pioneering the field of the funeral profession with a new idea, challenging old practices and methods, demanding that people think about the inevitable question of death . . . what they would do in case of a death, and asking them to act, not in the hour of extreme need, but now.

Every step of the persuasion is difficult. In the first place, the question is one about which people are almost superstitiously afraid to think, and certainly are reluctant to act upon. False sentimentality further clouds the issue. When, by using a radio program that will interest the general public to the extent that they will write or call KOMA, or the Guardian Foundation, requesting further information about the "Guardian Plan", the Foundation has accomplished a most difficult selling victory, and demonstrated the power of radio.

Mr. Kirby reports that nine out of every ten radio prospects are "sales". No other form of publicity has ever proved so successful for the Foundation. Naturally, the Guardian Foundation is not only "sold" on radio advertising, but they are thinking in terms of broadening their radio activities, and in scope of years from now; how best to follow-up their pioneering program.

One of the chief factors in the success of this radio experiment has been the intelligent manner in which the Guardian Foundation approached the problem of radio advertising. No stone was left unturned; nothing was left undone that might help the program gain a strong foothold in the community, an audience that it could sustain. First, to gain local support and confirmation, the initial series of the program was auditioned before the local Ministerial Alliance. This audition was enthusiastically received.

The series was started Easter Sunday, 1935, and allowed to continue for six weeks with very little commercial plugging. The continuity during this time was mainly general in character, building respect and prestige for the Foundation. After the sixth week, a tie-in was announced, and the continuity was developed to contain a more powerful sales story. A booklet, entitled *Beyond Tomorrow*, containing pictures of the cast of Guardian Players, a complete story of the activities, development and progress of the Guardian Foundation, was announced for free distribution. Herein lay the key to the commercial success of the program, the means of getting prospect names, which resulted in direct sales.

Thus, the Guardian Foundation has performed one of the truly outstanding and successful radio jobs in the Southwest, and in the community surrounding Oklahoma City. Responses bear compliments for the high quality of the program, and request additional information. The good word spreads from person to person, and so, one of the most difficult problems in persuasion has been overcome: That of the reluctance of people to think about death, funeral costs, and practices. Radio has won another triumph, and hundreds of new friends!

Ovaltine Discs Replace Network in Four Cities

WHEN five stations of the NBC network carrying *Little Orphan Annie* each weekday at 5:45 p. m. took advantage of their new contracts, which place this period in the optional time zone, to refuse to take the programs from the network, the sponsor, Wander Co., Chicago (Ovaltine), dropped one city from its list and placed the program in transcription form on rival stations in the other four cities. Duluth was the city dropped, WEBC being the only station. In the other spots KWK, St. Louis, was replaced by KSD; KSTP, St. Paul, by WTCN; WOAI, San Antonio, by KTSA, and KBRC, Houston, by KTRH.

In making the switch to WTCN, Bob Barrett of Blackett-Sample-Hummert Inc., Chicago agency handling the Ovaltine advertising, worked out an arrangement with the station and the Minneapolis-St. Paul street car company which places an advertisement for the broadcast on the back of some of the transfers issued by the traction company during the coming year. In exchange for this transfer advertising, which is said to be the first time transfers have been used as an advertising medium, WTCN will devote some of its time each day to plugging the street cars as the best means of transportation in the twin cities.

Skelly Renews Series

SKELLY OIL Co., Tulsa, has renewed its *Air Adventures of Jimmy Allen* commencing Oct. 7 on 12 stations in the Midwest. The 15-minute broadcasts are scheduled five times a week, Mondays through Fridays for 40 weeks, and were recorded by World Broadcasting System. Russell C. Comer Adv. Co., Kansas City, has placed the program on WKBB, KWKH, WLAC, WSB, KTHS, WOOD, KMBC, WMBD, WHO, WWL, WJR and KWK.

the NEW YORK-PHILADELPHIA *market!*

In opening markets—as in opening safes—the right combination is *everything.*

Set your program on 570 kc. (WMCA) and 610 kc. (WIP). Presto! Two great metropolitan markets that you always have had to tackle separately, now open as one!

In linking together WMCA—leading independent station of New York and WIP—leading independent of Philadelphia—you cover both markets with *network convenience*—yet with *local station effectiveness and economy.* No charge for line connections.

"New York's Own Station"

WMCA **WIP**

"Philadelphia's Pioneer Voice"

Gotham's Amateur Influx Creates Serious Problem For Relief Headquarters

LOCAL broadcasting executives can cooperate with Emergency Relief officials and with the sponsors of amateur hours conducted in New York network and station studios by discouraging amateur talent from going to New York for tryouts for such shows unless they are substantially financed.

According to the *New York Times*, the large number of young persons going to New York in the hope of participating in amateur programs and who soon find themselves stranded, are proving a perplexing problem to the Emergency Relief Bureau there. The bureau estimates that some 300 of them become destitute in the big city weekly, even the small money prizes and the usual week's theatrical engagement for the winners being insufficient.

The *Times* reported that the relief bureau has laid the situation before Maj. Edward Bowes, but he has disclaimed any responsibility for the influx of young persons aspiring to become radio performers. Maj. Bowes is quoted as saying he is confining his auditions to residents of New York City, presumably meaning the Greater New York area in view of the large number of amateurs introduced on his Sunday night show as coming from nearby towns.

SOME 2,959,770 homes in the United States have two or more radios, or a tenth of all radio homes.

WPRO Joins Yankee

WPRO, Providence, R. I., on Sept. 29 became associated with the Yankee Network as an alternate station. The new association, Yankee Network headquarters announced, will not affect the present status of WEAN, Providence, which is a Yankee Network and CBS outlet, but will give the Yankee network the added advantage of two outlets in that city. WPRO announced it will retain its association with the Inter-City Group, and that now it will broadcast sustaining programs of these two networks as well as features fed to Yankee by Mutual Broadcasting System. At the same time it was announced that Paul H. Raymer Co. had been named national sales representative for WPRO.

New Chevrolet Series

CHEVROLET MOTOR Co., Detroit, on Oct. 19 starts a new program on its NBC-WEAF hookup, Saturdays, 9-9:30 p. m., featuring Rubinoff's 33-piece orchestra, Virginia Rae, soprano, Jan Peerce, tenor, and Graham McNamee. The show replaces *G-Men*, which had aroused complaint from civic groups because of its portrayal of the lives of criminals. Campbell-Ewald Co. Inc., Detroit, is the agency.

NORMAN E. BROKENSHIRE, veteran announcer, who started his radio career in the early days of WJZ and later free-lanced after serving with CBS, has joined the NBC announcing staff.

KSD
IN ST. LOUIS

EARLY EXPERIMENTATION BEFORE THE BIRTH OF N. B. C.

Radio development progressed rapidly during the "middle twenties" which makes it interesting, historically, to review an extract from a contract between KSD and A.T.&T. dated November 4, 1925 ◆ ◆ a year before the birth of National Broadcasting Company.

". . . . that this agreement is made in connection with the experiment which American Telephone and Telegraph Company is carrying on with radio broadcasting."

KSD is proud of the part it has taken in the continued development of radio broadcasting and reception.

Station KSD---St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.

Free & Sleininger, Inc., National Advertising Representatives
New York Chicago Detroit San Francisco Los Angeles

WBT's Newest Move

ADD to the list of novel tournaments given radio treatment the Southern Checker championship broadcast by WBT, Charlotte, from the Chamber of Commerce Auditorium a fortnight ago. A "move by move" account was broadcast by Grady Cole, WBT sports announcer, and for a whirlwind finish he interviewed the winner and champion.

Gauging Coverage By Interpretation Of Listeners' Mail

Logical Analysis of Response Gives Valuable Sales Data

By S. F. JOHNSON
Benjamin Soby & Associates

AN IMPORTANT factor that will quickly and economically provide facts about a station's audience—its size and location—is fan mail. The proper interpretation of fan mail response can do much to remove the confusion caused by attempted comparisons of the great mass of circulation statistics being published.

One very apparent meaning of fan mail is: "That if 5000 pieces of mail are received by a station in one month then at least 5000 people heard at least one program from that station."

A second very apparent meaning is: "These 5000 pieces of mail tell the location of the audience that heard that station's programs."

A third meaning, equally valid, is: "This mail represents a true cross-section of that station's total daily average audience, and is *divided by localities in proportion to the audience.*"

How to Interpret

HERE is the key to a logical interpretation of mail response that possesses definite sales value. Expressed simply it means that the area that contributes the bulk of a station's mail response also contains the bulk of its daily average audience.

This relationship between audience and mail response was discovered by us in 1931 in a comparison of daily average audience figures for several community areas, and the fan mail received from those same areas. This survey disclosed that the city in which the station was located contained 35.2% of the station's total daily average audience. An analysis of the mail response received during the survey period revealed that 39.2% of the station's total fan mail came from this same area. Mail percentages for other areas checked to a reasonable degree with the corresponding audience percentages. Subsequent investigations have provided further proof of this audience-mail relationship.

For a mass movement in the right direction—a movement that will provide accurate audience data for all stations on a common and comparable basis—fan mail response figures represent a logical vehicle that stations can take advantage of at small cost.

Advertising Idea: The "Miracle Girl" Sells Automobiles

Merchandising Plan on WBIG Proves Good Sales Getter

THE "Miracle Girl" is in Greensboro, N. C., working for the local Studebaker distributor and broadcasting over WBIG. And according to the *Studebaker News*, house organ of the motor manufacturer, she "has been attracting prospects and gaining much valuable publicity" for the distributor.

Every day the "Miracle Girl" is on the air, and every day she calls on a number of Greensboro prospects, having sent them a note in advance, and takes them for rides. She is Claire Hartsook, although her identity is kept a secret, and her face never appears in pictures in which she appears with prospects.

The *Studebaker News* suggests other dealers can use the idea profitably. Here is a sample of one of the *Miracle Girl* broadcasts on WBIG:

Theme: Wildflowers (Studebaker).

Announcer: The Studebaker Sales of North Carolina presents that new, popular melody:

Music: I Believe In Miracles!

Announcer: You, too, will believe in miracles . . . miracles that happen right here in Greensboro . . . and right now, I am going to introduce to you (Fanfare) The Miracle Girl!

The Miracle Girl: I have been having a gorgeous time today! I have been riding with a number of prominent Greensboro citizens on the miracle ride . . . The miracle ride is something new, and I wish that I could take every one of you in one of these new Studebaker Champions, on the miracle ride! For Studebaker cars are offering something this year never before offered!

The most convincing proof of all is the ride . . . in the amazing smoothness, steadiness, surefootedness with which these big, brilliant new Studebakers course along at every rate of speed, and on every type of road! With justification are they called "miracle ride" Studebakers . . . for literal miracles of riding comfort and driving ease are in store for you as you get in and go out for a trial run in even the lowest priced of these new Studebaker Champions!

You, too, may take the "miracle ride". Simply telephone the Studebaker Sales Company, 315 N. Elm Street, telephone 2-0177, and ask for a "miracle ride". Maybe I will be the lucky one to take you on one of these trips around Greensboro that are proving a revelation in motor car luxury!

Well, goodbye until tomorrow evening, when I will tell you some more about the miracle ride!

Announcer: Thank you, Miracle Girl! We all want to take the miracle ride with you . . . and remember, the Studebaker Sales people, Greensboro, North Carolina, will give you an opportunity to take a miracle ride in the new Studebaker Champion, at no obligation!

The Studebaker Sales people are so proud of their new models, that they are anxious for you to try a new Studebaker, and let them convince you that Studebaker is the miracle car for the miracle ride!

Here is a salute to the Studebaker Champion!

Announcer: The Studebaker Sales of North Carolina, distributors of the miracle car, invite you to take the miracle ride, and to listen in again tomorrow evening at this time for another program presented by the Miracle Girl!

Theme: Wildflowers (Studebaker).

WTIC

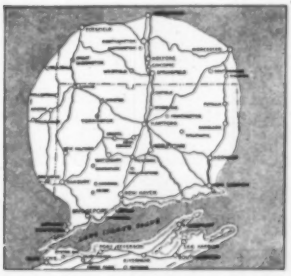
signs for one solid year
Connecticut's largest
and most progressive
DEPARTMENT STORE

G. FOX & CO.

Manufacturers who sell to Connecticut's G. Fox & Co. (and most manufacturers either do sell them or would like to) know that when G. Fox & Co. undertake a thing, they do not stop at half-way measures.

G. Fox & Co. have remodeled their store throughout and installed a lighting system for display windows which will be the first of its kind in the entire world. The store can now be said to be America's most modern.

To fully inform the people of Southern New England of the advances made by G. Fox & Co., they have contracted for one hour a day, six days a week, fifty-two weeks a year, over WTIC. It is not hard to see why WTIC is one of New England's outstanding buys. It gives you an audience of 1,500,000 in the primary coverage area; 680,000 additional in the secondary coverage area. It gives you a market where incomes are high and distribution costs low.

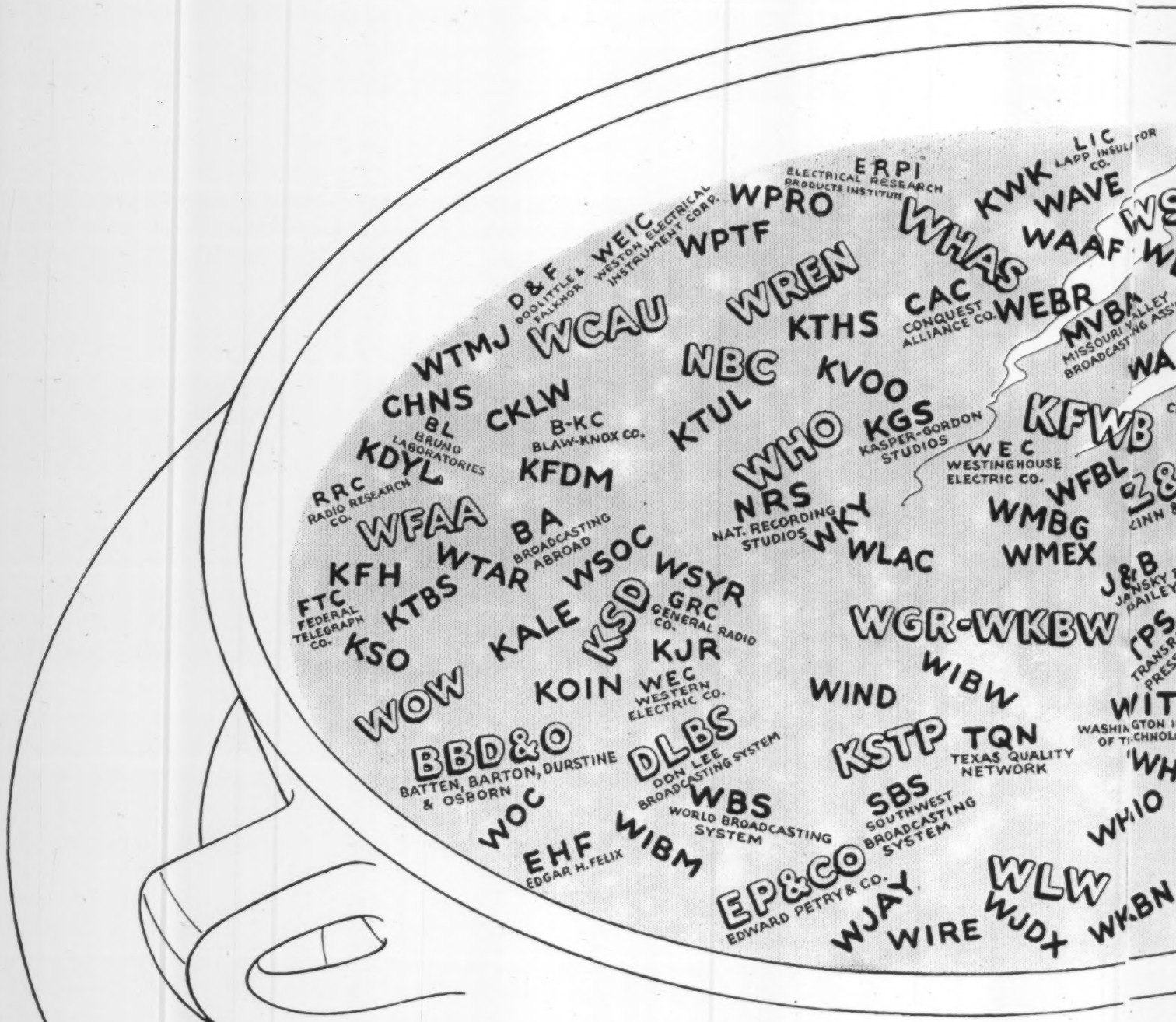


THE WTIC COMMUNITIES
A PROSPEROUS POPULATION IN A COMPACT MARKET

WTIC
50,000 WATTS
HARTFORD · CONNECTICUT
The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks

PAUL W. MORENCY, *General Mgr.* **JAMES F. CLANCY**, *Business Mgr.*
NEW YORK OFFICE, 220 EAST 42nd STREET *J. J. WEED, Manager*
CHICAGO OFFICE, 203 N. WABASH AVENUE *C. C. WEED, Manager*

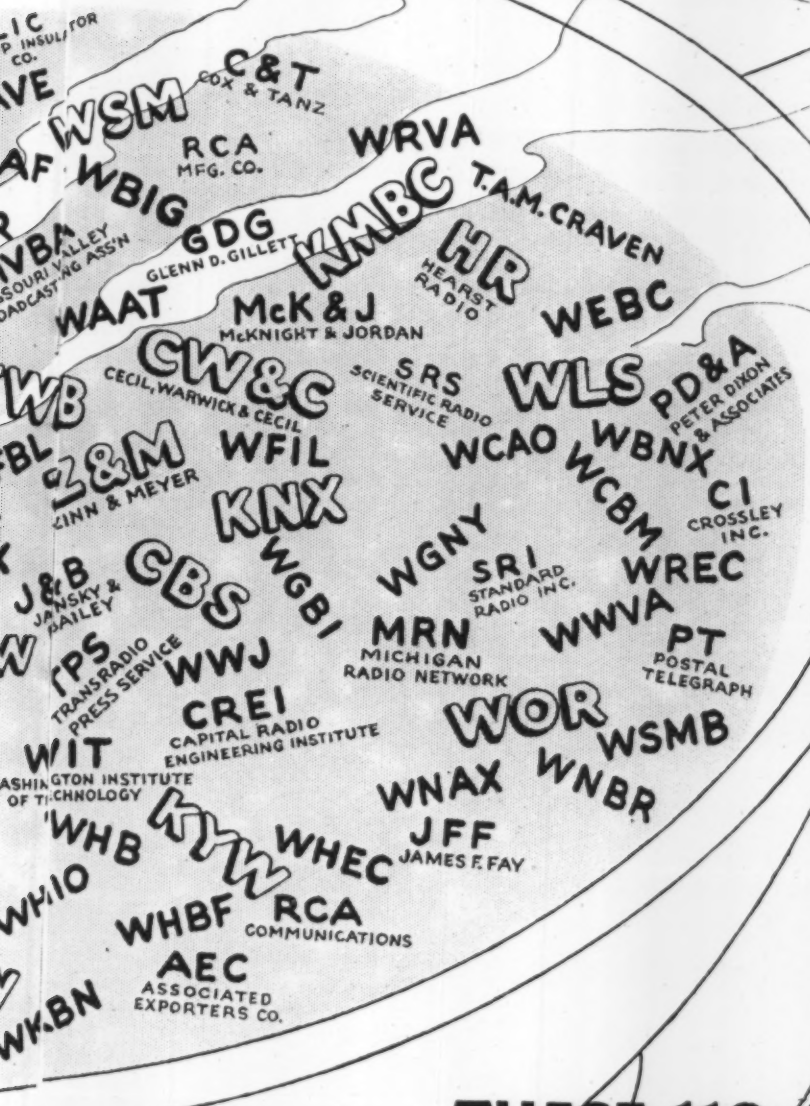
THEY KNEW THEIR "P's *and* Q's" ☆☆☆



The 1936 Year Book — A Year-Round Advertising Oppo

You, too, should place your advertising message in this encyclopedia of the busine casting. Your message placed in its columns will reach every important elem ent advertising and broadcasting fields — every day in the year.

MAKE YOUR RESERVATION TODAY! ADVERTISING FORMS CLOSE DEC EMBE



★ ★ ★ **THESE 119 ADVERTISERS WHO WERE REPRESENTED IN THE 1935 YEAR BOOK!**

Opportunity!

e business of broad-
ement of the radio

EMBER 15, 1935

BROADCASTING

combined with

Broadcast Advertising

NATIONAL PRESS BLDG • WASHINGTON, D.C.

The Following
NATIONAL
Advertisers

Have Used the Facilities of

KFPY

SPOKANE, WASHINGTON
(Now Operating on 890 KC)

During 1935

CBS ACCOUNTS

Acme Lead
Atwater Kent Radio
Barbasol
Bisodol
Camel Cigarettes
Campbell Soup
Charis
Chesterfield Cigarettes
Corn Products
Cream of Wheat
E. I. Dupont
Feen-a-mint
Ford Motor
General Cigar
Kleenex
Kolynos
Lady Esther
Lehn & Fink
Lux
Time Inc.
Remington Rand
Old English Wax
Packard Motor
Pebeco
Stewart-Warner
E. R. Squibb & Sons
Studebaker
United States Tobacco
Wasey Products
Wrigley's
Fels Naptha
General Mills
General Paint
General Petroleum
Rocket Oil
Cocomalt
Pinaud
Frigidaire
Hudson Motor
Woodbury Soap
Standard Brands
True Story
Shelby Shoe
Centaur
Pittsburgh Plate Glass
Dr. Strasska Tooth Paste
Colonial Dames

SPOT ACCOUNTS

Alka-Seltzer
Associated Oil
Ironized Yeast
Richfield Oil
Union Pacific Stages
General Petroleum
Montgomery Ward
Sears Roebuck
Chrysler Corp.
Amaizo
Carter's Liver Pills
Pinex
Scotts Emulsion
Star Brewery
Pennzoil
Shelby Shoe
Time Inc.
Fred Fehr
General Paint
Dr. Strasska Tooth Paste
Union Oil
Norwick Pharmacal
Washington Dairy Products
Studebaker
Association of Western Railway Executives
Chicago Milwaukee Railroad
Northern Pacific Railroad
Crystal White Soap
Colgate-Palmolive-Peet
Currier Tablets
E. I. Dupont

FEMININE TOUCH IN ALASKA

Hardy Residents of Far North Owe Much to Service Provided by Mrs. R. W. Britton's KGBU

Mrs. Britton

WAY UP YONDER in the surprisingly wealthy North, where the Alaskans live nicely off the natural resources and have six dollars to your one, Mrs. R. W. Britton, the former Bobby Wade of Portland, Ore., musical circles, is commercial manager of KGBU, Ketchikan, Alaska.

Just concluding a three-month business trip in the States where she has been contacting agencies and advertisers, and seeking a network affiliation, as well as pleading her own FCC petition for a jump to 5 kw., Mrs. Britton carries under a trim, blonde coiffure the mental genius responsible for the rapid commercial growth of a station that serves a market of 40,000 of Alaska's 60,000 population.

The list of sponsors acquired by this attractive member of the gentler sex, who incidentally lets you know in no uncertain terms that she can pound sidewalks as hard as any salesman, is led off by the Territory of Alaska itself, which appropriates $2,500 yearly toward a "life and death" message service. This contribution of KGBU to the happiness and knowledge of Alaskans is the main source of information in the bleak mining camps, ranches and fishing settlements for hundreds of miles around.

There are other big clients aplenty, many of them in Northwestern states, but the Territory is the No. 1 sponsor, since it also buys considerable time in addition to the message service.

It was back in 1927 that Mrs. Britton, single, and playing an organ in the Ketchikan movie as well as programs for KGBU, jumped at the chance to put her "Bobby Wade" on the dotted line when the then year-old station, located on an island in Southeast Alaska, was for sale. After getting things rolling, with James Britton, a local operator, in charge, she returned to her native Portland where she had been a professional musician.

But the lure of the North was irresistible, and eventually she was back in the radio harness, helping Mr. Britton in the management. And it wasn't long after that, she tells you, that they decided the team was a good one and the march to the altar ensued.

Taking personal charge of the commercial end of the business, Mrs. Britton took to the perhaps once-weekly mails and to the sidewalks in a search for clients. That she gets what she goes after is apparent after a glance at the list of KGBU clients.

With four kinds of time to worry about in Alaska, and not all of it daylight time by any means, KGBU breaks into the sub-Arctic air quite early in the morning, running through a broken schedule that winds up at 3 a. m. after some 12 or 14 hours on the air. Who wants to listen at 3 a. m.? Well, if you put that question to Mrs. Britton, the answer is a recital of "life and death" messages, ship news, weather reports and other public services. And are they listenin'? They certainly are, because there is scarcely a home in that market of 40,000, two-thirds of the population of Alaska, that hasn't its radio set. With it they know what's happening, what's likely to happen, and what's what. Without it they would be outcasts, ignorant of what the world is doing. For when KGBU goes on the air, it knows that Alaskans have their ears to the loudspeaker.

Mrs. Britton is a licensed amateur, having taken a course at the Portland Y. M. C. A. in 1932. As a matter of fact, she would be a licensed technician had not family circumstances interrupted the studies just a couple of weeks before the end of the term. At any rate, she knows what the control room and the tubes and the dials are for, even though she doesn't handle them.

With a staff of five, including Mr. (director and chief engineer) and Mrs. (commercial manager) Britton, the station gets along in nice fashion, throwing a signal on 900 kc. that fans out a thousand and more miles in all directions. The next best reception in that region, Mrs. Britton says, comes from KNX, Hollywood.

Sunday is a big day at KGBU, for the whole staff throws guns over their shoulder, or arms itself with fishing regalia, and goes out for the morning for a session of hunting, or maybe to see how they are biting.

Half the KGBZ schedule is commercial but the rate of $20 an hour isn't very high, Mrs. Britton contends, in view of the unexpectedly wealthy market that is reached.

Anyhow, it's all great fun to this hard-working, widely traveled commercial manageress, although a far cry from the Portland microphone appearances that a decade ago marked her radio debut.

Advertisers Prefer

WAPI

Because Listeners Like WAPI Programs!

Often when a radio statement doesn't have a definite selling argument it resorts to such statements as: 'we are by every count the dominant station of our market.'

WAPI believes that Advertisers are interested in definite facts about stations and the business that they carry.

Birmingham Department Stores On WAPI This Month*

Loveman Joseph & Loeb
Pizitz
Burger-Phillips
Melacon
Sears-Roebuck
Odum Bowers & White

20 PROGRAMS per week
TOTALING 6½ HOURS per week

** All Birmingham Department Stores use spot announcements on WAPI*

Spot National Advertisers On WAPI This Month:

Chevrolet, Zenith Radio, Purina Feeds, Willard Tablets, Dr. Caldwell, Swartchild Watch, Ex Lax, Cystex, Watch Tower, Bunte's Candy, Carter Liver Pills, ITS Company, Health O'Quality Products

NBC Commercial Programs On WAPI This Month:

General Motors, Octagon Soap, RCA, Jurgen's, Maybelline, Palmolive, Better Speech, Bayer Aspirin, Maxwell House Coffee, Lucky Strike, Scott's Emulsion, Chevrolet, United Drug, Ford Motor Company, Super Suds, Alka Seltzer, Eagle Milk, Old Gold

WAPI Broadcasting Corporation
BIRMINGHAM, ALABAMA
5000 Watts — *B. H. Hopson, President* — Affiliated NBC

International Radio Club Plans Sessions Dec. 9-11

AN INVITATION to several hundred broadcasting and advertising agency executives will shortly be issued by Jack Rice, president of the International Radio Club, with headquarters at Miami, to attend the sixth annual International Radio Party, according to Elmer H. Dressman, publicity director of WCKY, Cincinnati, who is directing the publicity of the 1935 event.

The party will be held this year in Havana Dec. 9-11, the guests convening in Miami and proceeding in a chartered boat to the Cuban capital where they will be the guests of the Republic. Senor Juan Sabates, president of the Cuban National Tourist Commission, will take charge of the entertainment.

STATIONS of the MBS Network have completed installation of two-way permanent lines, eliminating the former need of special lines. This will facilitate the exchange of sustaining features, the hookup of the four stations now being for 18 hours a day.

MR. TOPHAT'S CONDITION ABOVE IS, OF COURSE, NOT OUR SERIOUS PICTURE OF A BUSINESS WITHOUT WLW.

THERE'S A COMPLETE STORY BEHIND THE PICTURE, HOWEVER, AND IT IS AS POSITIVE AS THIS IS NEGATIVE AND MORE ACCURATE THAN OUR PHOTOGRAPH IS EXAGGERATED.

WLW
the "Nation's Station"
500,000 WATTS
THE WORLD'S MOST POWERFUL BROADCASTING STATION

Becker to FCC Post

SAMUEL BECKER, general counsel to the power division of the Public Works Administration, has been named assistant special counsel by the FCC to take full charge of legal work in the telephone investigation. As part of the investigation the FCC will inquire into broadcasting line charges. Mr. Becker, 32, is a graduate of Harvard Law School and the University of Wisconsin. He practiced law in Wisconsin from 1927 to 1931, when he was named executive counsel to Governor Phil LaFollette, also serving as special state counsel in several cases and aiding the Public Service Commission in telephone rate studies. He returned to law practice and in September, 1933, joined PWA as counsel for Wisconsin.

Sell The Southwest with SBS

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM

General Office — Fort Worth

Campbell Soup Co. Increases Sales by Broadcasts on CBS

Three Leading Types Display a Remarkable Advance in Year

WITHIN less than a year after Campbell Soup Co., Camden, N. J., started broadcasting its *Hollywood Hotel* programs on CBS, the sales of its three leading soups increased 30, 35 and 100% respectively, according to a brochure just issued by CBS. So pleased was the sponsor with its success, according to CBS, that it decided to launch a second program on the same network, featuring *Burns & Allen*. The program advertises the sponsor's tomato juice.

The increases in soup sales were definitely traced to the CBS series, the brochure points out. It quotes H. F. Jones, Campbell advertising manager, referring to the new CBS program, as follows:

"This step was based upon several conclusions: First, that radio ownership had become almost universal and that the hours of daily listening, already considerable, were steadily increasing; second, the decided interest of grocery dealers in radio broadcasting; and third, the hope that in the use of an entirely new medium with a new kind of mass circulation, the sales of Campbell's soup could be given an entirely fresh impetus.

"The question then presented itself, 'What in radio broadcasting would constitute the equivalent of that same dominance which Campbell's soups have so long enjoyed in other media?' A study of the field of broadcasting convinced us that it would be only logical for Campbell's soups to choose the largest radio network in the world as the vehicle to carry its radio program."

Dealers Pleased

REFERRING to the *Hollywood Hotel* series, Mr. Jones said: "Even before the program began to be broadcast, evidence was forthcoming to assure Campbell's that they had made a wise decision. Campbell's soup salesmen, making their routine calls on dealers, found an extraordinary enthusiasm for the broadcasting plan. Checks of retail displays showed that the advance posters announcing the *Hollywood Hotel* program had received far more than the usual prominence in dealers' windows. Jobbers reported immediate increase in their regional orders.

"The Campbell Soup Co. was encouraged, but the paramount question still remained to be answered — would the new broadcasting campaign result in an increased use of Campbell's soups? The answer was not long in coming. From all over the country—in big cities and small towns—came word that 'Campbell's soup sales are increasing.'

"The old Campbell policy of accustoming the public to look for Campbell advertising in the same place week after week was intensified when radio accustomed them to listen to Campbell broadcasts again and again at the same time on the same days.

"Thousands of incidents were reported of housewives talking about the broadcast on Saturday while buying Campbell's soups (on Saturday 30% of the retail food buying is done and this is also the day following the *Hollywood Hotel* broadcast). On Fridays and Saturdays we have a large corps of men in stores across the country making retail sales. Regardless of where they work, they report every Saturday *direct sales* of Campbell's soups from the broadcast. Think of what this means in 460,000 stores selling Campbell's soups. Retail sales of Campbell's tomato soup in the past year (*Hollywood Hotel* started Oct. 5, 1934) have increased over 30%.

"Retail sales of vegetable soup have increased 35%.

An "Astounding" Jump

"AND in chicken soup, there is a very conclusive and interesting story of direct traceable return. We used no media other than radio to feature this soup during the past nine months. We featured it on the air from October to January, using one-third of our commercials on Campbell's chicken soup, telling of its improved deliciousness and value. Sales took an astounding jump to a well-over double basis.

"Our chicken soup business was big before. This increase has been very marked and very gratifying to us and to grocers. We are going to continue to feature chicken soup—together with tomato—vegetable and others via *Hollywood Hotel's* increasing popularity is making this program a selling medium of ever increasing effectiveness. We regard our radio broadcasting as an extremely successful move—and we expect to use radio as a major weapon in the sale of Campbell's soups and other products."

The CBS brochure cites a survey by Dr. Daniel Starch in 108 cities, which indicated that 42 million persons have listened to *Hollywood Hotel*. The survey, said to be the largest ever made of audience-size for a single broadcast, was carried on in 108 towns and cities ranging from 1,000 to 7,000,000 in population and located in every time zone.

To insure a satisfactory cross-section, calls were distributed among all income groups in proportion to the distribution of population. Although the program checked was broadcast on an evening when thunderstorms prevailed in many sections and the percentage of sets in operation was less than normal, more than 15,000,000 were said to have been listening to the program. By measuring the number who did not listen to this program (July 21), but had heard previous broadcasts, the size of the cumulative audience was determined, this check apparently showing that more than 42,000,000 had listened again and again to the programs.

Fried Mouse

A FLASH of fire greeted James Poole, of WLS, Chicago, when he turned on the amplifier for his microphone to make the noonday livestock report. "What's the trouble, Jim?" asked Engineer Charles Nehlson over the private telephone. "Trouble enough," Jim responded. "I've got an electrocuted mouse out here." The mouse had crawled through a hole in the panel. The broadcast was shifted to another studio.

Hawaii Thinks, Speaks and Buys American!

Its imports from the United States—consisting of food, automobiles, radio sets, cosmetics, clothing, toothpaste and other merchandise — aggregate $70,000,000 annually.
This rich, typically American market is adequately covered by KGMB, Hawaii's Premier Broadcast Station.

Affiliated with Columbia Broadcasting System

Western Electric Turntables 78 and 33 1-3 r. p. m.

Complete World Broadcasting System and Standard Radio, Inc. Transcription Libraries

KGMB
HONOLULU, HAWAII

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

THE OZARKS' MOST EFFECTIVE ADVERTISING MEDIUM.

KWTO

560 KC 1000 WATTS

"KEEP WATCHING THE OZARKS"...

SPRINGFIELD, MO.

OZARKS' ONLY CLEAR DAYTIME STATION....

NATIONAL REPRESENTATIVE
WILSON-DALTON
CHICAGO KANSAS CITY

Pinaud Using Discs

PINAUD Inc., New York (cosmetics) on Sept. 30 started an RCA-Victor transcription series on KNX, Hollywood, and KFRC, San Francisco, using the same program broadcast on MBS. Initial contracts are for 11 weeks. The KNX discs are broadcast Mondays to Fridays inclusive, 8:15-8:30 p. m. (PST) and the KFRC series is broadcast Wednesdays through Sundays, 9:45-10 p. m. (PST). Lord & Thomas, New York, is the agency.

BROADCASTING
combined with
Broadcast Advertising

QUESTIONNAIRES

for data for the

1936 YEAR BOOK

STILL UNANSWERED

should be back in our hands not later than November 1

The cooperation of

ADVERTISING AGENCIES
RADIO ADVERTISERS
PROGRAM PRODUCERS
BROADCASTING STATIONS
EQUIPMENT MANUFACTURERS
TRANSCRIPTION PRODUCERS
NATIONAL AND REGIONAL NETWORKS

. . . in replying promptly to our questionnaires (recently mailed by the thousands) will be deeply appreciated by the editors of this important edition. Gratefully acknowledging the enthusiastic reception of our first Year Book Edition (1935), our aim is to make the next issue of the Year Book even more comprehensive, including many new directory features. Your cooperation is needed to maintain it as thoroughly accurate as possible. To this end we are starting now to gather the material for this compendium of radio data—Radio's Only Annual Directory.

PUBLICATION DATE
February 15, 1936

ADVERTISING DEADLINE
December 15, 1935

THE ENCYCLOPEDIA OF BROADCASTING • THE YEAR ROUND ADVERTISING OPPORTUNITY

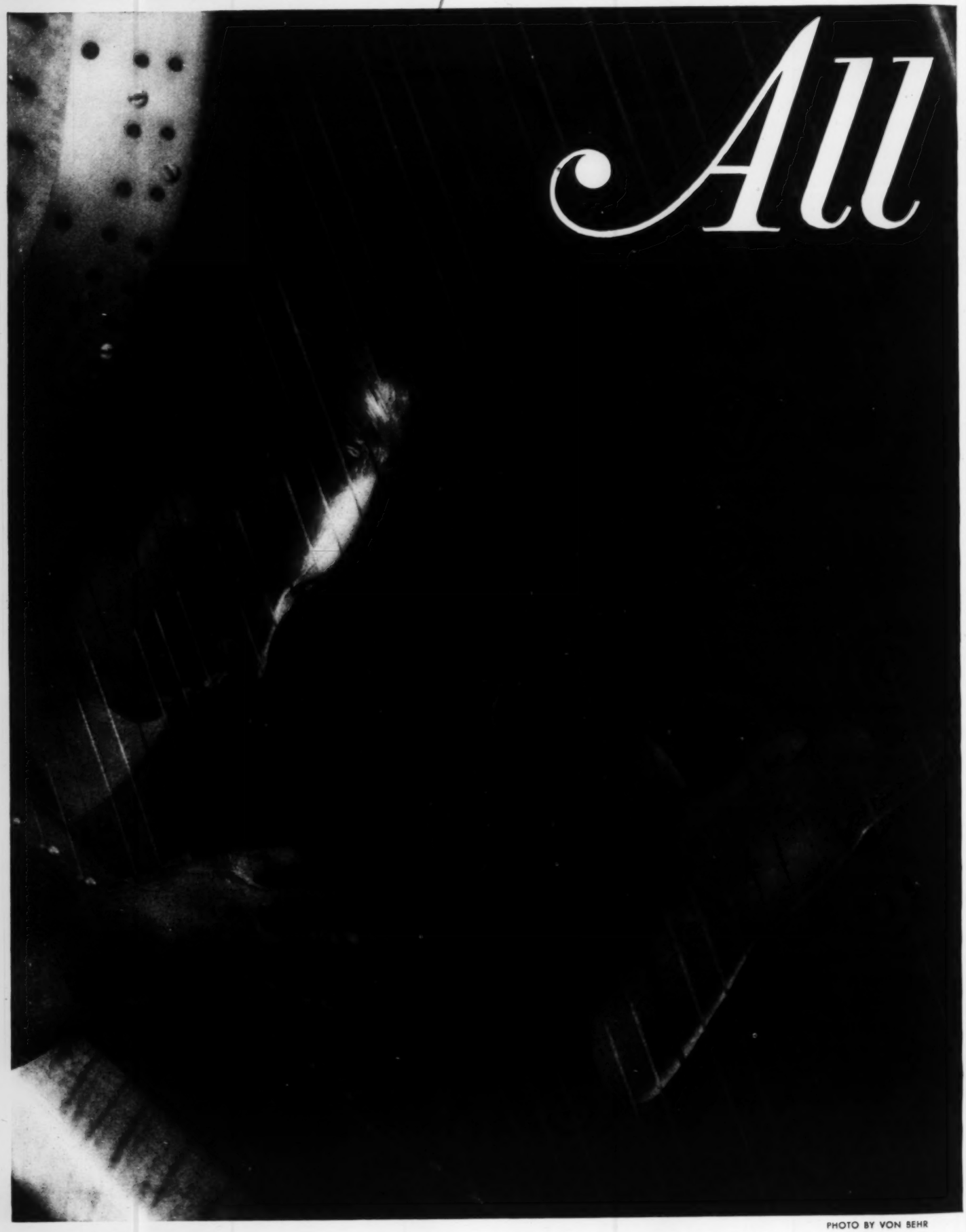


PHOTO BY VON BEHR

the difference in the WORLD!

HERE'S a vivid innovation in the art of making Electrical Transcriptions for broadcasting. It's not just an improvement, nor is it merely a refinement of other methods. Electrical transcriptions by World are definitely different, almost beyond the possibility of comparison, because the tonal range is doubled!

The answer lies in the fact that the electric vibrations of the sound recording process are produced at right angles to other methods—they are vertical instead of horizontal. Every leading station in the country, recognizing the difference and knowing the advantages inherent in this method, is today equipped to broadcast vertical recordings by World.

But what interests you is the *result.* One way to describe it is to say that the vertical process gives the program a third dimension. It brings the voices and the instruments to life! The announcer who speaks your advertising message is suddenly transformed from a far-off impersonal voice into a real personality who seems to be present in the room. He becomes, almost in fact, a human voice, the strongest possible selling force.

World transcriptions are like *color illustrations.* But when you use color illustrations in magazine advertising the cost of the space is greatly increased. Time on the air is different—there is no extra charge for using the more brilliant effect. First class talent and time on the air deserve the best production job, and the slight added cost of using vertical transcriptions turns into appreciable profit when your radio program starts to produce results.

● *Here is a rare opportunity to get the most for your money. Take advantage of* color *in radio advertising, by means of World transcriptions. Let us give you an audition, and prove that—there's all the difference in the WORLD!*

Trade Mark Reg. U. S. Pat. Off.

WORLD BROADCASTING SYSTEM, INC.

711 FIFTH AVENUE, NEW YORK, N. Y.

NATIONAL BROADCASTING BUILDING

Other offices and recording studios at: 400 West Madison St., Chicago, Ill.; 555 South Flower St., Los Angeles, Cal.

SOUND STUDIOS OF NEW YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
BROADCASTING
PUBLICATIONS, Inc.

National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 per year-15c a copy-Copyright, 1935, by Broadcasting Publications, Inc.
EUGENE V. COGLEY, National Advertising Representative, National Press Bldg., Washington, D. C.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

Passing The Bunk

IT IS NO CONCERN of ours that there are personalities on the FCC which happen to clash. The well-known fact that Chairman Anning S. Prall has not spoken to Commissioner George Henry Payne for about a year, except in the handling of official business at meetings, is their own affair. But when newspaper stories are spread, designed to convey the impression that the FCC is split wide open with dissension, it is a matter of concern to everyone interested in broadcasting and communications generally. We are able to report that, except for the personal feeling between the aforesaid two commissioners, both hailing from New York State, the stories regarding a split of the FCC into "conservative" and "progressive" elements are pure poppycock.

In a bipartisan commission of seven members it is natural that differences of opinion should develop—that is inherent in democratic government. But our inquiries among members of the FCC reveal definitely that these differences are only occasional, have nothing to do with broad general policies and are entirely honest disagreements in specific matters such as would arise in any organization. The Broadcast Division is functioning harmoniously, and so are the other divisions.

That Commissioner Payne, the Republican minority member whose term expires next July 1, is eager to gain an identity in the broadcasting field, is apparent—witness his recent speech at Cornell which we have previously reported and commented upon. That Mr. Payne isn't entirely happy over Chairman Prall's recent appointment and confirmation for the seven-year term, which means that Senator Wheeler will undoubtedly get his way next year in securing a Western member for the Commission in lieu of the New York minority member, is also obvious. Hence the "cleavage".

The "peg" upon which the reporters hung their recent stories about dissension in the FCC ranks was a statement by Commissioner Irvin Stewart, chairman of the Telegraph Division, on which Mr. Payne sits, in which he criticized recent decisions of the Broadcast Division as being in conflict with its own standards. Dr. Stewart was the first to disclaim any intention of precipitating a rift, let alone creating the impression that the FCC members are divided into factions. Dr. Stewart is one of the ablest, most astute and hardest working young men in any of the New Deal's agencies. He unqualifiedly asserts that *he* doesn't feel that his statement, or any other occurrence, discloses a "conservative" vs. "progressive" split among FCC members. Nor do we think that Mr. Payne's Cornell speech, in which he assailed the broadcasters for being "too commercial" by comparison with the "free press", proved any such point—unless, indeed, it proved that Mr. Payne represents a one-man faction.

The newspaper stories were obviously "planted" to fan further press criticism of radio and its regulators. There may be plenty of room for criticism of the FCC, but not on this score. It would be unfortunate indeed if the administration's project for an integration of wire and wireless regulation through the FCC should be thwarted by ill-timed efforts to incite anew the moribund radio-press war.

A Smart Campaign

ONLY IN recent months have national advertisers awakened to the realization that many local sustaining fees are worthy of national sponsorship. Every station in the country with any audience at all has one or more standout local sustainings that command made-to-order audiences for would-be sponsors.

Lehn & Fink, for its Hinds Honey & Almond Cream, now makes a big stride in the placement of a studio spot campaign. In 18 markets, it will sponsor a dozen different audience-tested local features. The campaign supplements its CBS network show. Day-time is being used. Many advertisers and their agencies will watch the results with great interest, for it is in the nature of the first really large-scale experiment. Assuming the commercials will be properly done, we hazard the prediction that the campaign will prove entirely successful.

Murder of Music?

ASCAP is up to its old tricks. It has sounded the opening gun of a new propaganda campaign against broadcasting, obviously contriving to counteract the onslaught against its own monopolistic and arbitrary dealings. It is the oldest of the "old army games" in the publicity line.

In a publicity release issued this month, ASCAP asserts that "murder of music" by radio was accomplished last year when the 85 leading tunes of the year were played 1,255,669 times by the two principal networks. About two years ago ASCAP issued a propaganda blast titled *Murder of Music* in which it set out to prove that radio had killed sheet music, phonograph record and other musical instrument sales.

ASCAP recites a long list of figures on radio performances of musical compositions in an effort to prove only one point—that radio "must pay for the performance of music a sum sufficient to compensate for some of the losses in sheet music sales." It said "Love in Bloom" was played 24,374 times during 1934 over the networks. Sheet music sales that year totaled 500,000 copies, whereas it is contended that before radio a song of equal popularity sold nearly 2,000,000 copies.

ASCAP does not recite in its handout the well known fact that radio tends to popularize the works of composers. Moreover, it does not bring out that composers and publishing houses are constantly plaguing the networks, stations and performers to "plug" their numbers. Innumerable cases of bribery of orchestra leaders and performers have been exposed. Nor does ASCAP reveal that radio is already paying about $3,000,000 a year to the music trust, much of which goes into six-figure salaries to a coterie of its executives.

Well, the blacksmiths did a swell horse-shoeing business before the advent of the automobile.

Jeff Webb

"IF I COULD only drop my newspaper work and devote myself entirely to radio." Thus, somewhat wistfully, Jefferson B. Webb, who combined the management of the *Detroit News* and its pioneer radio station WWJ, revealed his affection for broadcasting as an art and business to the writer in his office in Detroit a few weeks before his untimely passing. We were looking over the architect's tentative drawings for WWJ's $650,000 new studio and transmitting plants. Jeff Webb loved radio, as do most newspapermen who "go radio", and he knew its vitality and significance as an entertainment and cultural medium most intimately. Broadcasting was secondary in his duties only because he had perforce to devote more of his attention to the big newspaper plant. The writer, an alumnus of the *Detroit News* reportorial staff, joins with Jeff Webb's host of friends in mourning his death Sept. 30. The best evidence of the fine character of the man, and the esteem in which he was held even by his radio rivals, was the remark Leo Fitzpatrick of WJR made about him while he was still alive: "Jeff Webb is one of the finest gentlemen in or out of the radio or newspaper business; he is one of the first men I would go to with any personal problem."—MARTIN CODEL.

The RADIO BOOK SHELF

A COLLECTION of 42 radio talks delivered by Hendrik Willem van Loon over an NBC-WJZ network has been announced for publication Nov. 14 by Harcourt, Brace & Co. under the title *Air-Storming*. The book is dedicated to John Royal, NBC vice president in charge of programs. The original text is used, which of course is in conversational style. A number of radio ancedotes surrounding Dr. van Loon are included. Most of the chapters interpret current events in the light of history, with others prophesying coming events.

We Pay Our Respects To —

EDGAR KOBAK

DYNAMIC Edgar Kobak, fresh from the highest position any man could command in the trade journal publishing field, brought to NBC when he joined it a little more than a year ago that intangible "something" that words can hardly describe. To call him a "pepper-upper", as the popular phrase goes, is not enough. He has a mind and a method that go far beyond mere salesmanship. Watching his quick grasp of the fundamentals of radio, and observing the tonic effect of his personality on the NBC staff, from executives down to page boys, one is primarily impressed with the keenness and soundness of the man.

He was a smart choice from another viewpoint. When he was appointed vice president of NBC in charge of sales, he was serving his second term as president of the Advertising Federation of America and probably was the outstanding leader in American advertising generally. When the AFA convention adjourned in Chicago last June, Edgar Kobak was elected to his second term as chairman of its board. He has been, for more than a year, radio broadcasting's chief liaison man with the advertising world at large—and to him, to a large extent, commercial broadcasting owes much of the heightening esteem that radio is constantly commanding among advertisers and agencies.

Because he has been in the limelight primarily as an advertising executive, it is not generally known that Edgar Kobak is a trained electrical engineer. Nor is it widely known that only a few months ago he marked out his fortieth natal day. He is another proof that radio is still essentially a young man's game.

Born in Chicago on April 18, 1895, Edgar Kobak went to St. Edward's Hall of Notre Dame University for his grammar school education, and then to Lane Technical High School of Chicago. When he was 15 his family moved to Atlanta, and he went to work. His first job was with an outside crew of the Georgia Power Co. The same youthful vigor that he retains today won him the attention of his chiefs, who watched with interest this studious young man who studied nights to add to his practical training in electrical engineering.

They insisted that he go to college. He enrolled in Georgia Tech, where he continued his interest in athletics and helped pay his way by assisting in the electrical laboratory. He was only 21 when, as he admits, his heart got the better of his ambitions. He married Evelyn Hubert, an Atlanta girl, and quit college to return to the Georgia Power Co.

Writing always had a fascination for young Kobak, and he decided to enter that field via the back door. He had an offer to sell subscriptions for an electrical trade magazine, which he accepted because it meant a 30-day training trip to New York. All the time he was on the road he kept sending in news items, technical articles and photographs. His editors were impressed, and they brought him to New York as assistant editor of *Electrical World*. He served with that paper for two years, and then gave up editorial work in favor of a job as advertising salesman with the McGraw-Hill Company.

That began his advertising career, which next took him to St. Louis as manager of the McGraw-Hill office there. Back to New York after a year, his steady rise took him to the position of vice president by the time he was 30. Successively his duties embraced the presidency of the McGraw-Hill Co. of California and directorships of the various publishing subsidiaries of the parent McGraw-Hill Co. He was the managerial head of that publishing business when Messrs. Aylesworth and Patterson offered him the NBC post in March, 1934.

Mr. Kobak has found time for public as well as private activity. He is a member of Alfred P. Sloane's Committee for the Consideration of Inter-Governmental Debts and director of the National Better Business Bureau.

He was also chairman of the advertising review and of the advertising and publicity advisory committees of the late NRA. The Chicago-born Southerner and his Atlanta wife have two sturdy sons, 17 and 15, who, like their father, are showing a decided penchant for athletics, chiefly swimming—their mutual hobby. They are at Hill School, Pottstown, Pa. Mr. Kobak is a member of the Advertising Club of New York and the Engineers Club.

PERSONAL NOTES

ROBERT E. CHAFFEE, former editor and publisher, has joined the CBS Chicago sales staff. A graduate of the University of Chicago law school, Mr. Chaffee was formerly associated with *The Chicagoan* and was editor and publisher of the tennis magazine *Racquet*.

J. H. (Jim) COSGROVE, for the last year commercial manager of KYA, San Francisco, resigned, effective Oct. 1. Edward McCallum, general manager, is supervising the commercial department along with his other duties.

LARRY HOLCOMB, who left the New York continuity staff of NBC in 1931 to become radio director of Fletcher & Ellis Inc., has returned to NBC as central division continuity editor, succeeding Willis Cooper, who is now devoting his entire time to radio writing, including the scripts for the NBC broadcasts *Flying Time* and *Lights Out*.

JOHN T. CAREY, for more than eight years with Dade Epstein Adv. Agency, Chicago, has joined the sales staff of WIND, Gary, Ind.

GUY EARL, president of KNX, Hollywood, left for Washington and New York Oct. 6 on a business trip, to be gone about a month.

MAXINE WRIGHT, formerly radio director of the Brown-Dunkin Co., Tulsa, and also formerly with the Mills-Wolf Adv. Agency, Tulsa, has joined the commercial department of KOMA, Oklahoma City.

JOHN FOX, formerly of Bonwit-Teller Inc., New York specialty shop, has joined the CBS advertising department as production manager.

RICHARD J. SCHMIDT, formerly of KFYR, Bismarck, N. D., has been named general manager of KLPM, Minot, N. D. Claude C. Turner, formerly of West Coast stations and KFYR, has been appointed commercial manager.

CLAY HARRIS Jr. has been appointed assistant commercial manager of WAGF, Dothan, Ala.

LLOYD E. YODER, NBC's western division press relations manager in San Francisco and a former All-American of Carnegie Tech, has gotten his official togs out of the mothballs and is again officiating football at Pacific Coast conference games.

LEONARD HOLE, formerly with Benton & Bowles Inc., has joined CBS as assistant to W. B. Lewis, commercial program director.

ROBERT A. KESNER, formerly with WBBM, Chicago, has joined the Chicago sales office of WBS.

TED TURNER, in a production capacity with Freeman Lang sound studios, Hollywood, for five years resigned Oct. 1 and started East selling transcriptions of Earnshaw Radio Productions, Hollywood.

HENRY SHUMAR, Pacific Coast theatrical producer and actor, has been appointed production manager of Titan Productions Inc., San Francisco transcription concern. He succeeds Mason Moltzner, who resigned to do free lance continuity writing and acting. William Gilchrist has joined Titan Productions as assistant sales manager.

BEHIND THE MICROPHONE

JOHN PICKARD, formerly associated with the National Broadcasting Commission stations in Australia as continuity writer, producer and actor, who recently arrived in the United States, has joined NBC in San Francisco as writer and actor. His dramatization of Dumas' *Three Musketeers* is to be produced over the NBC Western division network shortly.

CONNIE DESMOND, sports announcer of WSPD, Toledo, has been named assistant program director under Russell Gohring. C. Gibson Barlow, formerly with the CBS production staff in Chicago, has been transferred from the sales staff to the program department and will supervise continuity. George Pickard, formerly of WXYZ, Detroit, and other Michigan stations, has joined the announcing staff.

JOHN CANNING Jr., continuity writer of KSO and WHO, Des Moines, and WMT, Cedar Rapids, has succeeded David Cogswell as publicity director of the Iowa Broadcasting System and radio editor of the *Des Moines Register & Tribune*. Murray Nelson, Des Moines, Drake University law student, has joined KSO as part-time announcer. Wayne Ackley, KSO announcer, was married Oct. 1 to Miss Karen Norgaard, of Unionville, Conn.

HAROLD ISBELL has been made assistant production manager of the CBS studios in Chicago. Isbell joined the CBS Chicago announcing staff in March, 1934, and was made a member of the production staff in the fall of that year.

DON COPELAND, formerly with CKGW, now CRCT, Toronto, and for the past two years manager of CJRC, Winnipeg, is reported to have left the broadcasting station management and gone into private business in Vancouver.

BOB THOMLINSON, for five years an announcer for KGW-KEX, Portland, Ore., has joined KHQ, Spokane. Bill Ross, of KHQ, has joined KGW-KEX.

LOUIS ALLEN, formerly of the announcing staff of WGAR, Cleveland, has been named chief announcer in the radio division of the Cleveland Guild of the Arts.

DOUG MONTELL has resigned as sports announcer for KLX, Oakland, Cal., and has gone to KSFO, San Francisco, to conduct a musical show five days weekly. He also is handling the microphone for many of the northern California football games sponsored by the Associated Oil Co. of California. His successor at KLX is Phil Ray, ex-newspaperman.

JAMES CROCKER has joined the announcing staff of WOAI, San Antonio, succeeding Buster Bryan, who has gone to KFI, Los Angeles.

BILL ROYLE, formerly with NBC in San Francisco, on Oct. 1 joined the announcing staff of KHJ, Los Angeles.

JOHN BAKER, formerly of the faculty of Massachusetts State College, has joined WLS, Chicago, to conduct the *WLS Dinnerbell Program*. At the college he had been in charge of radio programs, specializing in farm service on WBZ-WBZA, and other Boston stations.

MISS MILLIE BRUDER, hostess of WGOR, Cleveland, is handling a daily news program and is believed by the station to be the only feminine newscaster in the country.

RAYMOND TAYLOR has been named program director of KTSM, El Paso, and Ray Chapman has been added to the department.

NORMAN TWIGGER, of the WCAE Players, Pittsburgh, also will do a regular announcing trick at the station, replacing David Baylor, who has gone to WGAR, Cleveland.

JACQUELINE SELF, NBC press department, San Francisco, resigned Oct. 15, and returns to her home in Pueblo, Colo., where she will be married Dec. 25 to George M. Schroedter, Los Angeles business executive.

CHARLES BENSON, former KFI relief announcer, on Oct. 2 joined KMTR, Hollywood, replacing Wallace McLain, resigned.

ROLAND STOREY, formerly active in Little Theatre circles in Dallas, has joined WFAA as relief announcer.

CHARLES WILTON has been promoted to a full-time announcing post on WCSC, Charleston, S. C., with the advent of Lee King, former newspaperman. Frank Blair, news announcer, will be married Oct. 20 to Miss Lillian Stoddard, of Beaufort, S. C.

MRS. DAVE WARD, wife of the chief announcer of KELW, Burbank, Cal., has been appointed to the station's announcing staff.

TRUE BOARDMAN, of the continuity staff of KHJ, Los Angeles, is the father of a girl born in September.

CARROLL O'MEARA, writer at KHJ, Los Angeles, late in September was appointed continuity editor.

GEORGE F. McGARRETT, for eight years with the CBS production staff and recently assistant commercial program supervisor, has joined Nick Dawson Radio Productions, New York, as producer and radio director.

DOUGLAS EDWARDS has joined the announcing staff of WAGF, Dothan, Ala., and is acting as publicity director. Sidney W. Spender has been named program director.

MANAGERS TAKE HAND—Robert T. (Bob Thomas) Convey, president of KWK, St. Louis (at right) and John Harrington, assistant manager, handle sports broadcast for their station. They have just finished a season of baseball programs, sponsored by General Mills (Wheaties), and are broadcasting football games sponsored for the second season by Walgreen Stores.

EVALYN HENDERSON, secretary to Clyde Coombs and Tracy Moore, NBC sales executives in San Francisco, has resigned and on Oct. 12 married Orla St. Clair, San Francisco attorney.

LESLIE MAUPIN has been named program manager of KLPM, Minot, N. D. Harold Eldering now is musical director. Arthur Solga, formerly of KGCX, Wolf Point, Mont., and ship stations, has been named news editor.

GEORGE W. LEDERER, veteran producer, has been named dramatic consultant of WINS, New York.

THOMAS NOBLES, for six years with KTHS, Hot Springs, has joined WDOD, Chattanooga, as announcer. Dorothy Wood McCurdy has been named WDOD program director.

MISS SARAH HOBSON, secretary to Don E. Gilman, NBC western division vice-president, on Nov. 1 will be transferred from the San Francisco to Hollywood offices of the network. She is at present supervising the decorations for the new studios there.

HOWARD NEEDHAM has been appointed radio editor of the *San Francisco Chronicle*, succeeding John Hobart, who has been transferred to the drama department of the paper.

WAYNE GRIFFIN, Portland, Ore., stage producer, is substituting as NBC special features producer in San Francisco during the absence of Don Thompson, who has been assigned to announce Pacific Coast football for the season.

JAMES MORGAN, production manager of KSFO, San Francisco, has returned to his desk after a tonsil operation.

ROBERT WALKER, new to radio, has been added to the announcing staff of KRE, Berkeley, Cal.

JERRY BUTLER, of WBRE, Wilkes-Barre, Pa., was married Sept. 18. James McCarthy, relief announcer, is the father of a boy born in September.

E. HARVE PARTRIDGE, for 18 years with the *Spokane Chronicle*, has joined KFPY, that city, in charge of news.

PIERRE DeMILLER has been named production manager of WLBC, Muncie, Ind.

CHARLES TYE has been added to the announcing staff of KSFO, San Francisco, assisting Milton Adair, sports announcer, in producing the nightly *Sport Page*. Adair covers the San Francisco area. Tye, well known in Pacific Coast sports, covers the Oakland features.

MISS MARIANNE KERNAN, of the commercial department of WHIO, Dayton, was married recently to Arthur Focke III, of Washington.

OZZIE NELSON, orchestra leader, and Harriet Hilliard, blues singer featured with his orchestra, were married Oct. 8 in Jersey City.

Will Rogers Memorial

RADIO, aviation, motion pictures and newspapers are collaborating in the selection of a memorial for Will Rogers, humorist and actor, through formation of the Will Rogers Memorial Commission. James W. Baldwin, NAB managing director, has been serving on the operations committee and attended meetings in New York Oct. 1 and 3. The committee is made up of distinguished friends and former associates of the comedian.

David Ovens, President Of Retail Group, Signs Big Contract for Store

IVEY'S, largest store between Richmond and Atlanta, and located at Charlotte, N. C., has signed a 44-week contract with WBT, Charlotte, to use radio every day except Sunday. David Ovens, manager of the store, who signed the contract, is president of the National Retail Dry Goods Association.

Signing of the contract followed a series of test programs last year under a short-term schedule, with a complete survey being made of the field, the store acting on the basis of this survey for its first serious radio advertising.

The schedule calls for time signal announcements at station breaks, five times daily, six days a week, until Aug. 29, 1936. The action indicates, WBT believes, a swing toward radio by department store executives throughout the country.

IN THE CONTROL ROOM

DR. LEE DE FOREST, radio inventor, and others, filed papers of incorporation at Sacramento, Cal., late in September for the Television Corp. of Hollywood with capitalization of 2,500 shares of no par value. Bylaws state the firm intends to develop television for home and other uses. Other directors, besides Dr. de Forest, include C. Schilling, R. D. le Mert, J. K. McAlpine and Arthur Fisher.

C. W. BAKER, formerly of KFYR, Bismarck, and KABR, Aberdeen, has been appointed chief engineer of KLPM, Minot, N. D.

GILBERT RHINE, formerly of WIRE, Indianapolis, and WOWO, Fort Wayne, Ind., has joined the engineering staff of WLBC, Muncie, Ind.

KENNETH C. NEUBRECHT, at one time a member of the Waite High School football team, of Toledo, national champions at that time, has joined the control staff of WSPD, Toledo.

WESLEY CRAIG has been added to KGGC, San Francisco, as junior technician, winning the post over more than 200 applicants.

HUGH WINTER, transmitter engineer of WDGY, Minneapolis, has resigned to join the Minnesota highway police at Redwood Falls.

ALLEN DUCKER, assistant engineer of WCSC, Charleston, S. C., was married in September to Miss Helen Steinbrecher, of Charleston.

JOHN T. HUBBARD, recent graduate of the University of Alabama, is assistant engineer of WAGF, Dothan, Ala.

EVAN HUGHES, control operator of WBRE, Wilkes-Barre, Pa., was married recently to Miss Phyllis Wynne, of Kingston, Pa.

JACK DEENEY, technician at KFWB, Hollywood, hit a "hole-in-one" in a recent golf match.

C. V. DAVEY, for three months relief operator at KJBS-KQW, San Francisco and San Jose, has joined the regular staff.

A. A. TOUCHSTONE, engineer of WPFB, Hattiesburg, Miss., resigned Oct. 12, being succeeded by C. H. Dyess, who formerly held the position.

new!
ACTUAL SIZE
Western Electric's Non-Directional Mike . . . . . for $70
(including cord and jack)
Highest grade pick-up from every angle...Dynamic type...engineered by Bell Telephone Laboratories. Order yours from Graybar today.
Western Electric
BROADCASTING EQUIPMENT

WSOC

Transradio News

To Spot Advertisers, WSOC offers a choice fifteen-minute period of TRANSRADIO NEWS. This spot already has a wide and consistent listener audience, ready to buy your soup, soap or automobiles.

Wire or write for price and details to—

WSOC
Charlotte, N. C.

Are YOU
putting your shoes on the wrong feet?

How often we've found ourselves doing it...not through habit, but just unconsciously. Pinched toes are painful...and so are sales setbacks...therefore why not join us and realize REAL comfort. ● One thing is certain...your SALES and DISTRIBUTION needn't be suffering any losses...if they are, then let us give you immediate relief. ● One glance at our own sales records immediately SHOWS us, and will **YOU,** that HEARST RADIO stations have been **"RESULT STATIONS".** This is easily proven by the large percentage of renewal business and the increased number of new advertisers. ● Let us tell you more about the why's, if's, and but's...and HEARST RADIO...now!

HEARST RADIO

NATIONAL REPRESENTATIVE:

WCAE . . . . PITTSBURGH	**KYA . . . SAN FRANCISCO**	**WISN . . . . . MILWAUKEE**
WINS . . . . . NEW YORK	**WBAL . . . . . BALTIMORE**	**KEHE . . . . LOS ANGELES**

HEARST MAGAZINE BUILDING, 959 EIGHTH AVE., NEW YORK • COLUMBUS 5-7300
HEARST BUILDING, MARKET at THIRD, SAN FRANCISCO, CAL. • DOUGLAS 2536
HEARST BUILDING, 326 WEST MADISON STREET, CHICAGO, ILL. • CENTRAL 6124

Sale of Radio Sets Far Exceeds 1934

Five-million Mark Is Expected By Manufacturers in 1935

SALES of radio sets, tubes and parts are expected by the producers to reach the 5,000,000 mark this year, approximating the boom production of 1929 and amounting in dollar volume to about $350,000,000.

Bond P. Geddes, executive director of Radio Manufacturers Association, Washington, ascribes the advance to better purchasing power among labor and farm groups, especially the latter. Further, there is the desire among set owners to obtain newer all-wave models.

"From the way the market has been going during the summer, and with the best sales months still ahead," said Mr. Geddes, "we expect that at least 5,000,000 radios will have been sold by the end of the year, including auto radios and battery sets. Last year 3,300,000 radios and 780,000 auto receivers were sold for a total of about $235,000,000. This year the market is at least double for auto radios, and we expect the gross for all types of radios will run close to $350,000,000."

Sales of the Philco Radio & Television Co., Philadelphia, are far ahead of last year and production has reached 9,000 sets a day. The biggest increase comes from the Midwest, with the South second and the East normal.

Arthur H. Kudner Names Four to Executive Staff

ARTHUR H. KUDNER Inc., New York agency, has announced through its president, A. H. Kudner, that the following have been made vice-presidents: Charles F. Gannon, Samuel D. Fuson, J. H. S. Ellis and Edward J. Owens. H. F. Douglas has been named office administrator.

The announcement also gave the complete list of accounts handled by this agency as follows: General Motors Corp., Detroit, (institutional copy in printed media); Fisher Body Corp., Detroit; Buick Motor Co., Flint, Mich.; MacFadden Publications Inc., New York (*True Story* magazine); National Distillers Products Corp., New York; Standard Air Conditioners Inc., New York; Goodyear Tire & Rubber Co., Akron, O.; Wood-Briquettes Inc., New York; Walter Kidde Sales Co., New York (fire extinguishers); Koppers Gas & Coke Co., Brooklyn; Koppers Connecticut Coke Co., New Haven.

The agency will have offices in the Albee Bldg., Washington, D. C., and the New Center Bldg., Detroit, in addition to the New York office in the Graybar Bldg.

NBC Directors Reelected

ALL DIRECTORS of NBC were reelected at a stockholders meeting of the corporation held at RCA headquarters in New York Oct. 4, and, as a consequence, it is presumed that all officers of the network will be reelected at the next board meeting, tentatively scheduled for Oct. 18. Impending changes in executive ranks of NBC have been rumored for some time.

BEST SEASON—In radio history forecast by Roy C. Witmer (left), NBC vice president in charge of sales operations, New York, and Harry F. Anderson, NBC sales manager, San Francisco, conferring in San Francisco.

Witmer Optimistic

GENERAL conditions are improving and as a result there is an upward trend in radio business throughout the country, with broadcasting facing the best fall and winter in its history, stated Roy C. Witmer, NBC vice-president of sales operations, New York City, in San Francisco Oct. 4 on his annual visit to the Pacific Coast. Witmer pointed out that advertisers, realizing that radio has become an integral part of every day American life, are giving the public more and better entertainment and a fuller measure of cultural and educational material. Advertisers are learning how to use radio more intelligently with the results showing in dollars and cents, he said. While in San Francisco Witmer conferred with Don E. Gilman, NBC western division vice-president and Harry F. Anderson, western division sales manager. He also visited the NBC Hollywood headquarters and inspected the new studios and executive offices which will be ready for use sometime in November.

CKNC Going Off Air

ANOTHER of Toronto's oldest stations, CKNC, was to leave the air after the Canadian election Oct. 14, it is understood on good authority. Hector Charlesworth, chairman of the Canadian Radio Commission, hinted as much in a recent visit to Toronto, when he stated that CKNC would be useless as far as the Commission was concerned. The station, a 100-watter, was recently taken over by the Commission on lease, and it appears that when the election is over, its use will have disappeared. The station is carrying most of the network programs at present ordinarily carried by the commission's Toronto outlet, CRCT.

Texaco "Jumbo" Series To Close Stage Show on Evening of Broadcasts

TEXAS OIL Co., New York (Texaco products), with the 4,500-capacity New York Hippodrome as a studio, on Oct. 29 will start a radio serial *Jumbo*, based on the combined circus and musical show to open at that theatre, Oct. 26, and using a 62-station NBC-WEAF network Tuesdays, 9:30-10 p. m. The time formerly was used by the sponsor for its Eddie Duchin orchestra and Ed Wynn programs. Ed Wynn, according to New York reports, has forsaken radio to enter the theatrical producing business.

In the cast will be Jimmy Durante, comedian; Arthur Sinclair, dean of the Irish Theatre; Donald Novis, singer, and Gloria Grafton, New York actress, who will furnish the love interest. Durante will play the part of the bungling press agent who continually keeps his circus-owning boss in hot water. Continuity will be written by Charles MacArthur and Ben Hecht, music and lyrics by Rogers and Hart. Production will be directed by Billy Rose, who is staging the Hippodrome show. Louis A. Witten, radio director of Hanff-Metzger Inc., New York, the Texaco agency, will preside. Adolph Deutsch will direct a 32-piece orchestra, replacing Eddie Duchin.

Radio rights for the show, which will be shut down Tuesday evening for the radio performance, are understood to be costing about $10,000 a broadcast. Durante will handle commercials, with script dealing with a service station in which he is portrayed as part-owner. The performance will take place from a circus ring around which the audience sits. It is the first time in Broadway history that a show has capitulated to radio by closing its doors to permit the cast to perform in a broadcast, although a couple of years ago when Ed Wynn was on the road with his own musical show, the Tuesday stage performances were cancelled for Wynn's *Fire Chief* programs.

Stronger WRVA Signal Credited to Wood Tower

FIELD tests of the signal of WRVA, Richmond, Va., which placed a 326-foot wooden tower in operation last April, indicate a 400% increase in dependable night-time service area and a three-fold increase in the daytime area, according to Paul F. Godley, radio consulting engineer, of Upper Montclair, N. J., who designed the antenna.

The self-supporting, curved-side triangular tower at Mechanicsville is said to include many innovations in wood construction, with steel timber connectors providing support without massive wood construction. Greater operating flexibility is claimed from use of a single-wire antenna suspended from the tower.

a b c d e equals WCAE

A-WCAE'S NEW TOTAL AUDIENCE WILL BE THE LARGEST EVER ATTAINED BY ANY RADIO STATION IN THE PITTSBURGH TRADING AREA WITH ITS INCREASED DAYTIME POWER OF 5,000 WATTS.

B-WCAE ADDS 1,000,000 MORE NEW CUSTOMERS TO ITS ALREADY TREMENDOUS, ESTABLISHED AUDIENCE—FREE OF CHARGE.

C-EMPLOYMENT IN PITTSBURGH HAS REACHED ITS PEAK—AND IS GREATER NOW THAN AT ANY TIME DURING 1935. WAGE EARNERS AND THEIR FAMILIES ARE BUYING NOW.

D-PITTSBURGH'S INDUSTRIAL PAYROLLS ARE 9% GREATER AND STEEL MILL WAGES ARE UP 25% OVER A YEAR AGO.

E-ALERT RADIO BUYERS BIDDING FOR SALES AND DISTRIBUTION IN THE PITTSBURGH TRADING AREA CAN CASH IN ON THIS BUYING MARKET WITH WCAE.

WCAE

PITTSBURGH · BASIC NBC RED NETWORK

National Representative

HEARST RADIO NEW YORK CHICAGO SAN FRANCISCO

WJAY

Cleveland

610 Kilocycles

An Independent Station with BIG Coverage in Ohio

•• Exclusive ••

JOHN BLAIR & CO.

Station Representatives

NEW YORK CHICAGO DETROIT SAN FRANCISCO

Associated

Recorded Program Service!

now available to radio stations!

Recorded on

VINYLITE

the newly discovered material just released from the laboratories of the Union Carbide and Carbon Chemicals Corporation after years of experimentation.

NOISELESS SURFACE — NO WARPING — IMPERVIOUS TO CLIMATIC CHANGES — DEEPER, RICHER TONE QUALITY ——

Western Electric Wide Range System—Vertical cut (Hill and Dale) and Recorded under license by Electrical Research Products, Inc.

Well balanced musical programs—Elaborate productions—Most carefully selected talent.

Program scripts and regular monthly releases.

PRODUCTION LIMITED

Radio stations will be served in the order of applications received.

•

Produced by—

ASSOCIATED MUSIC PUBLISHERS

INCORPORATED

25 West 45th Street • New York

Merchandising Notes

Inside of a Program—Miles of Lace—Piles of Bottle Caps—Big Year for Premiums—A Home-coming

LIGGETT & MYERS TOBACCO Co., New York, is distributing hundreds of thousands of folders explaining how the Chesterfield program comes into the home from the stage of a New York theatre. Pictures of talent and technical aspects of the broadcast are included, with simple explanations of the various processes.

* * *

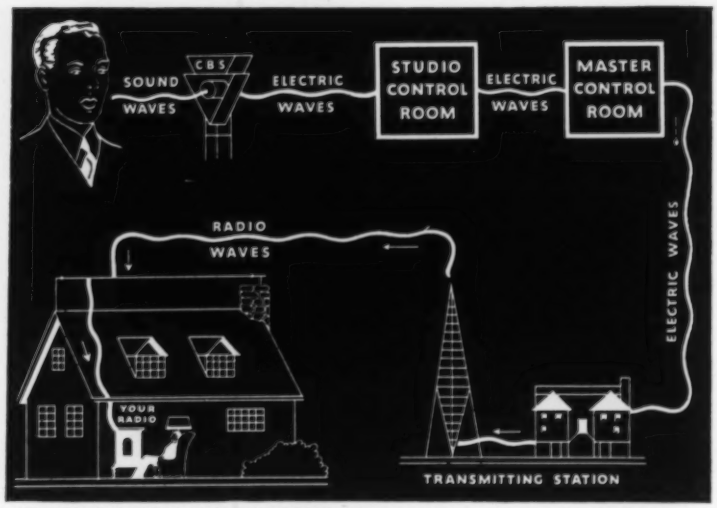
DRUG manufacturers using contests in their radio promotion have added a new condition in the last year—the name of the dealer who sold the package to the winning contestant. Scott & Bowne Inc. (Scott's Emulsion), sponsoring Gabriel Heatter on an NBC network, advises the trade to affix the store name to the firm's cartons.

BIG OAKS
From
Little Acorns Grow
WLBC- MUNCIE, INDIANA

MEMBERS of NBC's *One Man's Family* in San Francisco, sponsored by Standard Brands Inc., will be noted as sartorial authorities if they continue their present course. The manufacturer of a new jacket for college boys has named it for Jack Barbour (Page Gilman, who is the son of Don E. Gilman, NBC western division vice-president); a dress for school girls bears a picture of Teddy Barbour (Winifred Wolfe) on the tag; Claudia (Kathleen Wilson) has had a sports dress named for her, and Clifford (Barton Yarborough) is the god-father of a sweater.

* * *

IN A CONTEST over KNX, Hollywood, Electric Home Institute, Los Angeles, received 800 entrants, prizes including an electric range and other appliances. Each entry was accompanied by a jar of orange marmalade, later donated to charity. Prize winners and the jury were given a studio party, the first public use of the new "A" studio. Mayers Co., Los Angeles, has the account.



PROGRAM FROM THE INSIDE—The workings of the Chesterfield program are shown in this chart, which appears in a folder describing how the Liggett & Myers broadcasts reach the home.

A HOME-COMING for Lum & Abner, who rose to network fame after their success in Cleveland, was staged Sept. 28 by WGAR, Cleveland, in promoting the station's addition to the NBC-WJZ network carrying this program for Horlick's Malted Milk Corp., Racine, Wis. Starting the event was a breakfast for the drug trade, with Lum & Abner meeting representatives of drug chains, wholesalers and the Northern Ohio Drug Association. A home-coming was staged that night in the Statler Hotel ballroom for 750 druggists and their friends. Part of this event was broadcast by WGAR. Retail and chain drugs used window strips and counter displays.

* * *

ROGER & GALLET, New York (cosmetics), on its NBC-WJZ network program Fridays, 8:15-8:30 p. m., will stage a contest during the first eight weeks of the series, which starts Oct. 25. The contest will call for messages appropriate to send with a Roger & Gallet Christmas gift. Weekly and grand prizes will be offered for letters, accompanied by a wrapper from the sponsor's soap.

* * *

MAKERS of premiums expect a boom year, with premium business expected to run about 450 million dollars. A trend away from contests toward premiums, and removal of code restrictions, are cited by the industry among reasons for the optimistic estimate.

MORE than 184,000 bottle caps from Budweiser beer were received by KRNT, Des Moines, in its $1,000 band contest in which 19 Iowa bands participated. Twice weekly broadcasts were staged in different communities, with supporters of the bands voting for their favorites with bottle caps.

The Newton, Ia., band, which won the $500 first prize, made trips over the state, playing concerts with bottle caps as the admission fee. At the end of the contest, a special program was staged with the six winning bands taking part. Awards were made by Harry Goldman, of the C. C. Taft Co., Des Moines distributor of Budweiser, and George F. Tilton, advertising director of the makers, Anheuser-Busch Inc., St. Louis.

The 184,000 bottle caps are said to represent well over 278,226 normal-sized beer bottles, since 50% of the Budweiser distribution in the territory is in quart bottles. Besides the radio promotion, 254 inches of newspaper publicity was given the contest in 19 Iowa newspapers. Local sentiment against beer forced several bands to drop from the contest. WCTU petitions protesting the event contained 14,500 names.

* * *

ILLINOIS MEAT Co., Chicago (Broadcast corn beef hash), sponsor of the *Radio Gossip Club* starring Eddie and Fannie Cavanaugh six afternoons weekly over CBS, has launched a new series over WBBM, Chicago, *Broadcast Rhymsters.* In this new six-a-week series the Cavanaughs ask listeners to write letters about themselves. Then on the air Fannie reads the letters and Eddie recites an original rhyme based on the contents of each. The idea was a big success when the Cavanaughs first used it some ten years ago and they (and the sponsors) believe it will be just as popular with the audiences today. Agency: J. L. Sugden Adv. Co., Chicago.

What shall I Buy?

A Question every buyer of spot radio frequently asks is answered in an open letter by Arthur B. Church

KMBC
MIDLAND BROADCASTING COMPANY
PICKWICK HOTEL
KANSAS CITY, MISSOURI
September, 1935.

Mr. Spot Radio Buyer:

Your question "What Shall I Buy?" confronts every Advertiser having a job to do in scattered markets.

The answer in many cases - perhaps in yours - is Sponsor the News Broadcasts.

More Kansas City people listen to News Broadcasts (according to our listener studies) than to any other regular daily feature of adult appeal. When you buy News sponsorships you are assured a large ready-built audience, attentive to your message because people give concentrated attention to News Broadcasts.

Pioneer, middle-west Newscasting Station - KMBC - has the most complete and best radio News Service in the Kansas City area. There are eight periods between 6:00 a.m. and midnight, daily.

The KMBC Newscasting department is headed by Erle Hazlett Smith - widely known newspaper editor and author. KMBC news is authentic, interestingly presented, and complete. Besides the eight regular daily Newscasts, there are special News Flashes within split seconds as big news is made. The KMBC "Scoop-Car" (short-wave service) cooperates in the spectacular handling of local news.

KMBC's News set-up affords a broad plan to fit your needs, day and night. Doesn't this answer your spot problem in the Kansas City area?

For further information call on us or our national representatives - Free & Sleininger, Inc.

Sincerely yours,
Arthur B. Church
Arthur B. Church
Vice President and General Manager.

KMBC KANSAS CITY 5000 WATTS DAY 1000 WATTS NIGHT

18 HOURS!
Full-time every day in the year.
Only full-time station in Tulsa and northeastern Oklahoma.
KTUL
United Press news. Standard Library Service and N. B. C. "Thesaurus". When it's new it's on KTUL.
TULSA

Get Business in Montana
Use—
KGIR
Only Station in Butte
Montana's Largest City

MBS has issued a brochure titled *Salvo* which depicts in figures and charts the network's coverage. More than 76% of all the nation's buying is done in the MBS market, it is claimed. Comparison of MBS rates with other networks is given, including the MBS stations WLW, WOR, WGN, and CKLW, as well as additional rates covering Yankee Network stations, combined with MBS. Nineteen advertisers have indicated their desire to use this new medium as it enters its second season, it is stated. Interspersed in the colored maps and charts are terse paragraphs in a typewriter type-face which present the MBS claims. The cover design is in black, white and gold, showing a battleship under full steam, with a target superimposed.

* * *

KSD, St. Louis, working with two theatres, is staging *Where to Go Tonight*, sponsored by Scott-Newcomb Inc., St. Louis oil burner manufacturer. The program, five-minutes daily, depicts domestic scene in which heaters and movies are discussed, ending with decision to go to one of the theatres. The sponsor's oil burners are displayed in the theatre lobbies. The account is handled by Oakleigh R. French Inc., St. Louis.

* * *

GARBER Bros., Hartford, Conn., furniture store, uses five-minute transcription programs on WDRC, Hartford, to promote "bartering and trading days". The store accepts anything in trade for new furniture, disposing of the articles in its second-hand store. Gross Adv. Agency, Hartford, has the account.

* * *

KMBC, Kansas City, has a news feature, sold to the local Atwater Kent distributor, known as the *Newstester*. First-run theater tickets are awarded daily for correct answers. The *Newstester* rings down the curtain on five minutes of news features presented daily on the *Magazine of the Air* by Erle H. Smith, KMBC news editor. The question, involving a widely known personality in the news of that day, is followed by five suggested answers, one of which is correct.

* * *

IN LAUNCHING the new Log Cabin Syrup program, General Foods Corp., New York, gives away a Plymouth automobile each week for the best 25-word letter submitted on the subject "Why I Like Log Cabin Syrup". Accompanying this letter must be the name of the grocer and the clerk. Quaker Oats Co. shares the program. Georgia Burke, a colored dramatic actress, portrays the role of *Aunt Jemima* with her saccharine words about how good Log Cabin Syrup tastes with Aunt Jemima Pancake Flour. Aunt Jemima receives almost as many plugs as the sponsor's product, Log Cabin Syrup.

C & J Beans Introduced

CLINE & JOHNSTON Inc., Port Huron, Mich. (C & J Beans) will introduce this product in key metropolitan centers with radio and newspaper advertising. The product is pre-cooked, requiring only 20 minutes baking before serving. Martin Inc., Detroit, is the agency.

Counsel Retained For WDAS Defense

Foreign Court Ruling Decides Buyer May Use Recordings

WILLIAM A. SCHNADER, former attorney general of Pennsylvania, and Republican nominee for the governorship two years ago, has been retained by the NAB to defend WDAS, Philadelphia, in the suit brought by Fred Waring, orchestra leader, against the station alleging unauthorized performance of one of his phonograph recordings, James W. Baldwin, NAB managing director, announced Oct. 8. Answers to the suit were due Oct. 12.

Mr. Schnader was retained to represent the interests of the NAB because of the widespread importance of the case to the broadcasting industry. Waring is president of an organization having as its purpose prevention of performances of phonograph records over the air, and the suit against WDAS is regarded as a test of that issue.

Construed as having an important bearing on the WDAS case, since it established precedent on the identical issue, is the recent decision of the Royal Hungarian Supreme Court in the case of Hungarian Radio Co., versus Gramophone Co. Ltd., of London. In the course of its opinion, the court answered pointedly, by coincidence, not only the issues raised in the Waring suit, but practically all others which have been advanced respecting use of phonograph records on the air.

Performance Fee

AMONG the pertinent phrases of the opinion were:

"The permission to transmit the performance of an artist by gramophone records (films) is considered to include the permission of multiplication, publication and circulation of transmission, unless the contrary follow from the particular circumstances of the case. * * *

"It is obvious that the law did not intend to make the use of the records for public performance dependent on a permission of the performing artist whose part is generally less important than that of the author of the text. * * *

"It is also to be considered that the performing artists receive a proper fee for their performances when these are recorded, and there are no reasons deserving consideration why they should be reserved a participation in the utilization—which also includes public performance and broadcasting over the radio — of the records made with their permission. The fee paid to the artist for recording may also be considered a fee for the use of the record for public performance and radio broadcasting. * * *

"Consequently, an inscription affixed on records by the defendant to the effect that broadcasting of the record without his permission is prohibited, puts the plaintiff under no legal obligation since there was no contract between plaintiff and defendant. Nobody can acquire extra-contractural rights against third persons by one-sided declarations if there are no rules granting him such right. * * *

"Taking all this into consideration the Royal Court correctly decreed that the defendant has no right to forbid the broadcasting through the Hungarian radio of sound records put into circulation by him and to make their broadcasting dependent on his permission; further that the inscription on the sound records forbidding their broadcasting through the radio has no legal effect against the plaintiff and the latter is not obliged to comply with the restrictive order."

Over a million "Bucks" have just been paid to the sugar beet farmers around

K G V O

Missoula, Mont.

A remarkable advertising value

Full Rate for Remotes

WCKY, Cincinnati, is charging the full card rate for all remote pickups, according to L. B. Wilson, president, who believes the station is the first to adopt such a policy. "There is no reason why night clubs and other resorts should not pay the same rates as other local advertisers," says George H. Moore, commercial manager. The custom on such programs is to assess a flat monthly charge plus line costs, or merely charge the line costs.

New York Ad Courses

A SERIES of 30 courses in advertising and selling will be given, starting Oct. 21, by the Advertising Club of New York. Among speakers during the series will be Edgar Kobak, NBC vice president in charge of sales, who will discuss salesmen's qualifications, and Paul Warwick, vice president of Cecil, Warwick & Cecil Inc., who will speak on radio advertising as a career.

STAN THOMPSON, Chicago CBS announcer, is traveling on crutches due to a broken ankle. After escaping unscratched from an airplane crackup, Stan sustained his present injury when he fell while walking across the floor of a railway station.

TRANSRADIO NEWS!

—Available for Sponsorship
—Three Daily Periods
—Announcers who put your message over
—RCA High Fidelity Equipment delivers the signal
—To Listeners with Money to Buy
—Let us produce for you

KFRO

Longview, Texas

IT'S ALL OUR FAULT!

JARMAN MOTORS, INC.

DODGE AND PLYMOUTH MOTOR CARS
DODGE MOTOR TRUCKS, BUSES
AND MOTOR COACHES

BALTIMORE, MARYLAND

SALES AND SERVICE
331 W. 25TH AT NORTHERN PKWY.

PHONE
UNIVERSITY 0300

June 9th, 1935

Mr. Jules Daniel, Manager
W.B.A.L. Broadcasting Station
Lexington Building
Baltimore, Maryland

Dear Mr. Daniel:

Thought possibly you might be interested in knowing our reaction to the spot messages your station has been broadcasting for us during the past few months.

It has been our opinion in the past that it was impossible to check up on the good to be derived from this form of advertising.

However, that opinion is now changed - not only have these broadcasts brought direct results, but they have indirectly done more for us than any other form of advertising ever participated in.

Aside from the above, these broadcasts act as a tonic on our sales force, as they are constantly being told by the public that the message has been heard, which accomplishes a two-fold purpose of making the salesman conscious of the fact that his efforts are being backed up by the right kind of stuff, and quite naturally sells him to a better degree on the product and the House he represents.

Summing up the whole picture, we are mighty well pleased, not only with results obtained but also with the manner in which the messages are handled by the man in front of the "Mike".

Very truly yours,

JARMAN MOTORS, INC.

Manager

GAJ:MB

National Representative

HEARST RADIO New York • • Chicago San Francisco

Radio's Sensitivity Boon to Advertiser

Don Gilman Says Fast Action Is Responsible for Success

THE SUCCESS of commercial broadcasting during the depression probably is accounted for by the fact that it is a medium sensitive to vital changes in business, according to Don E. Gilman, NBC vice president, San Francisco. Also it is undoubtedly responsible as well for the volume of business which radio now enjoys, he believes.

Speaking at a recent meeting of the Los Angeles Advertising Club, Mr. Gilman recalled that when network broadcasting was started there were about six million radio sets in American homes. Today the figure has advanced to 21½ million homes, in addition to an estimated 4 million automobile sets. Thus there is a mobile circulation, or "street sale circulation", almost equivalent to the entire distribution of radios eight years ago.

Tuned to the Times

"THIS tremendous circulation," he said, "makes possible prompt dissemination of news of an advertising product within a few hours after a sales or advertising policy may be changed or fixed. We live in a sensitive age and radio is a sensitive business element, tuned to the times and almost universally acceptable to the American home."

"The advertising appealing to the radio audience must do so with a sense of delicacy, of finesse, which will win the interest of the listener and both invite and compel his interest in succeeding broadcasts," Mr. Gilman said. "As in all advertising, the value is cumulative. No advertising can depend upon a single presentation or a single campaign for the permanent popularity or success of a product. The instances of failure are known to all advertising. It is notably true that the outstanding successes in manufacturing and merchandising are those who have kept everlastingly at it, and today those who have successfully outridden depressions are those who have not lost sight of this motto.

"Broadcasting on the American plan as an aid to American business, as a contribution to the development of culture and knowledge, is here to stay. Under this plan it is guaranteed the American principle of free speech and competition, and it has become one of the most important factors in the restoration of American business and prosperity."

FIRES MAKE NEWS

Station Keeps Line Open From Local Fire Company

DURING "Fire Prevention Week" WMAZ, Macon, Ga., installed remote equipment in headquarters fire company. The remote set was left open all the time WMAZ was on the air and picked up sound of all alarms and activity of trucks leaving the stations, regardless of what program was on the air.

In Muncie, Ind., WLBC was on the scene of one of the largest local fires in years and was given a flame - by - flame description before the fire engines had arrived.

Falknor's Portable Booth

FRANK FALKNOR, chief engineer of the CBS midwest division, has designed and built a portable control room for use at conventions and other places where it is desirable to monitor speakers and to get away from feedbacks, etc. Made of flat pieces of acoustic board, which are easily transportable and may be fastened with trunk clasps into a sound-proof room, Mr. Falknor's device is now being used during the Stewart-Warner broadcasts of Horace Heidt's orchestra from the auditorium of the Medinah Athletic Club.

KNX-KSFO Linked In Pacific Market

Both Commercial, Sustaining Features to Be Exchanged

A MAJOR-MARKET tie-up of KNX, Los Angeles, and KSFO, San Francisco, both independent stations, was announced Oct. 10 by Guy C. Earl Jr., president of the former station. Both commercial and sustaining features will be fed by KNX to the San Francisco station via leased A. T. & T. lines.

The arrangement consummates several weeks of negotiation between Mr. Earl, Naylor Rogers, general manager of KNX, and Philip G. Lasky, general manager of KSFO. It is understood that one major commercial account for the dual-station hook-up already has been signed and will begin Nov. 1 or earlier if arrangements can be completed in advance of that date.

Whether the KNX - KSFO tieup is the forerunner of an affiliation of the two stations with Mutual Broadcasting System, was a matter of speculation. MBS, which has just rounded out its first year of operation with outstanding success, has had a number of conferences with Mr. Earl and Mr. Rogers about expansion of the cooperative venture to the Pacific Coast. The long line haul from Chicago to Los Angeles and San Francisco, however, has been the biggest deterrent, and conversations with other stations have had to do with alignment of outlets perhaps in Kansas City, St. Louis and Denver.

KNX, a 50,000 watt station on the 1050 kc. clear channel, has grown phenomenally during the last two years and is among the forefront of the independent stations of the country. Within the last few weeks it has moved into elaborate new studios in Los Angeles, and, with an eye to the future, has pending before the FCC an application for an increase in power to 250,000 watts as a step toward the goal of 500,000 watts.

KSFO (formerly KTAB) is an independent station which also has made rapid progress in recent months since Mr. Lasky assumed its helm. He left the management of KDYL, Salt Lake City, to accept the general management of the San Francisco station.

Score

by the WFAA - WBAP "Aerial Route"

with
- POWER ..... 50,000 Watts
- TEAMWORK ..... Production, merchandising, publicity
- An IDEAL FIELD ..... The Combined Dallas-Ft. Worth market, plus 490 other counties.
- An ENTHUSIASTIC ROOTING SECTION 807,302 Radio homes with above average buying power.

WFAA - WBAP
DALLAS FT. WORTH
Edward Petry & Co., National Representatives

WBRC

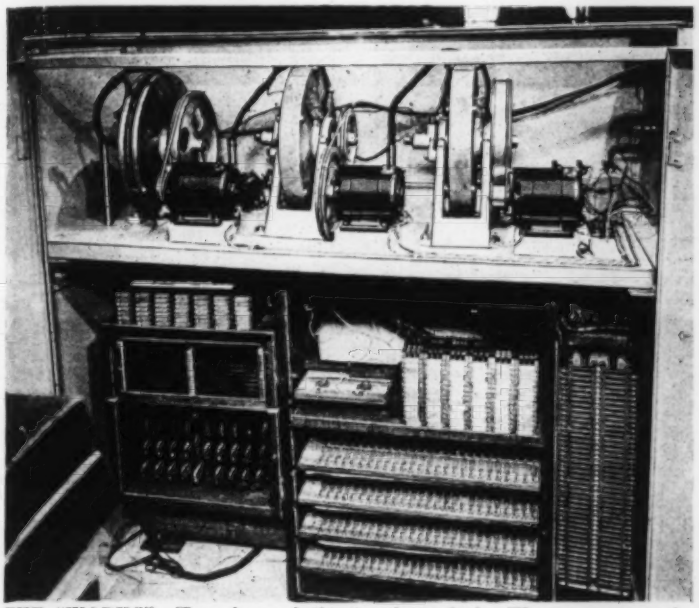
OLDEST AND ONLY FULL TIME
HIGH POWERED STATION IN ALABAMA

1000 WATTS FULL TIME. AFFILIATED CBS

BIRMINGHAM BROADCASTING CO., Inc.
BANKHEAD HOTEL BIRMINGHAM, ALA.

A BRITISH ELECTRIC ORGAN

Electrone Simulates Regular Organ, Using Loud Speakers, Amplifier and Rotating Disc



THE "WORKS"—Here is an intimate view of the Electrone organ in operation, with tone-generating discs at top above the keyboard.

A NEW type of electric organ, just demonstrated in Great Britain by L. E. A. Bourn, the designer, at the factory of the John Compton Organ Co., simulates tone colors resembling those of the regular organ. The Electrone, as it has been called tentatively, uses loud speakers, amplifier and rotating metal disc to build up tones.

The Electrone dispenses with separate oscillators and photoelectric cells, using sine waves of various pitches engraved concentrically on a fixed insulating disc. In the grooves are conducting material and contacts are brought out from each ring. Another disc which revolves at a constant speed and spaced a millimetre from the first, serves as carrier for an exploring electrode connected to the grid of the first tube of a power amplifier.

By applying a constant DC potential to the sine wave conductors in the fixed disc an alternating voltage is induced in the revolving electrode. Then by charging a group of rings simultaneously with organ "stop" relays, any desired tonal quality can be developed.

Strength of harmonics is adjustable to the fundamental and this fundamental can be adjusted to compensate for irregularities in loud-speaker response, creating a uniform sound level. Reverberation effects are obtained by connecting padding condensers in parallel with tone generator capacities. Mechanical rocking of the fixed disc produces tremolo and a relay which slows the driving mechanism while the hands are raised from the keyboard reproduces the tone of the Hawaiian guitar.

THE OUTSIDE—Here is the modernistic cabinet of the Electrone.

PREVIEW of the motion picture Midsummer Night's Dream, Shakespearean spectacle, was broadcast Oct. 5 by NBC.

Drug Disc Series

DRUG TRADE PRODUCTS, Chicago (proprietary), will sponsor *Sons of the Pioneers*, transcription series of Standard Radio Inc., in Chicago, New Orleans and Newark stations. Master Drugs Inc., Omaha, will sponsor the series in Omaha and Detroit.

Going Up—
Come on along!

RETAIL SALES up 14%—check transactions up 16%—car sales up 62%—farm prices up 30%—factory payrolls up 26%! That's the Milwaukee-Wisconsin market today compared to a year ago. And ONE station thoroughly covers this A-1 sales area—

WTMJ
The Milwaukee Journal
Representatives, Ed. Petry & Co.

OIL HEATING SPOTS BEGUN IN CHICAGO

DAILY spot announcements on WMAQ and WBBM, large newspaper space, and some outdoor advertising are being used in a campaign to promote the use of oil heat in the Chicago area, sponsored by the Chicago Oil Heat Committee and supported cooperatively by the independent fuel oil distributors and the major oil refining companies.

The announcements run from 50 to 100 words and are broadcast on WBBM at 6:59 each morning, preceding the *Musical Clock* program, and on WMAQ at 10:15 each evening, immediately following *Amos 'n' Andy*. If the initial campaign is successful more extensive use of radio may be made later, according to the Chicago office of McCann-Erickson Inc., which is placing the advertising.

A $50,000 fund is planned, according to the backers, for the winter campaign. Oil burner distributors have tied in with oil distributors and are ordering 100,000 copies of a booklet *Low-Cost Automatic Heat*.

WGN Dedication

A WEEK of feature programs, starting Oct. 1, marked the formal dedication of the new half-million dollar studios of WGN, Chicago. Leading radio artists participated, with programs being piped to MBS. Among those taking part were Stoopnagle & Budd, Frank Parker, Roy Atwell, Doring Sisters, Rudolph Ganz and the Horace Heidt orchestra.

KECA's Magazine

KECA, Los Angeles, in October started publication of a monthly 32-page program magazine with subscriptions to listeners at $1 a year. Originally intended as a subsidized journal, the *KECA Program Magazine* is already said to be on its way as a self-supporting sheet. The initial issue carries a picture of Mozart on the front cover and is edited by Jose Rodriguez, publicity director. The preface carries statements by Earle C. Anthony, owner, and Glenn R. Dolberg, program manager, with the month's schedule of full musical titles, composers and descriptive notes.

IN
Northwest Missouri
Northeast Kansas
Southern Iowa & Nebraska
ITS
KFEQ
ST. JOSEPH, MISSOURI
2500 watts 680 kc
NEW: Management
Programs
Talent
Advertising Rates
Represented by
Wilson - Dalton
Chicago
Mather Tower
Kansas City
Hotel President
New York
Norman Craig, 230 East 50th St.

Outstanding Local Programs Available for Sponsorship on WHB in Kansas City

PLAY-BY-PLAY FOOTBALL—Direct from the "Big Six" playing fields by remote control. WHB began its football schedule September 28, with the Notre Dame-Kansas game at South Bend. Our broadcast crew includes Ed Cochrane, sports editor of the Journal-Post; Jess Kirkpatrick, former All-American halfback; "Bubs" Boyle, WHB special events broadcaster; and Jack Todd, WHB program director. Wire for details of the ten-game schedule available.

NEWS BROADCASTS—Presenting Kansas City's best known and best liked newscaster, John Cameron Swayze, in three daily periods—using United Press and/or Radio News Association dispatches for national and international news, with local news by the Kansas City Journal-Post staff.

JESS KIRKPATRICK—In songs of sure-fire appeal to the feminine audience. Here's an opportunity for some manufacturer of cosmetics, soaps, clothes or foodstuffs! Jess can sell 'em for you!

WHB STAFF FROLIC—Kansas City's biggest daytime show, with Doctor Pratt as Master of Ceremonies, and an all-star cast.

NORTHSIDE MUNICIPAL COURT—This sustaining feature is not available for commercial sponsorship, in spite of the fact that it is probably the most popular broadcast heard in the Kansas City area, day or night. A few "spots" are open before and after the broadcast, for 50-word, 100-word, or 200-word announcements. Ask for details.

WHB
FACT BOOK • FREE!
64-pages of pictures, people, programs, popularity polls. If you're spending money for radio advertising in the Kansas City area, you owe it to yourself to read a copy. SENT FREE ON REQUEST. Shows why WHB delivers the "most listeners per dollar" of advertising expenditure.

DON DAVIS, President JOHN T. SCHILLING, General Manager

KANSAS CITY'S DOMINANT DAYTIME STATION

Italian News!

It's hot stuff these days . . . and WMEX is providing it in full to GREATER BOSTON'S quarter million Italian population. Our four 15 - minute Italian News Periods daily assure this responsive audience all the latest developments in the Ethiopian campaign.

Open to limited number of participating sponsors.

WMEX

1500 kc — 250 w L.S. — 100 w N.

HOTEL MANGER — BOSTON

In America's Fourth Market

Tel. CAPitol 7560—Teletype Bos. 157

Facsimile Planned For Use on Ships

Four U. S. Liners Will Install RCA Recording Apparatus

WHILE a number of New York newspapers are still pondering suggestions advanced by RCA with respect to commercial introduction of facsimile in New York, Radiomarine Corporation of America, subsidiary of RCA, is making preparations for installation of facsimile equipments aboard four American passenger vessels for reception of weather maps and newspaper-pages. The installations will be made within a few weeks, following several months of successful testing aboard the United States liner *President Harding*.

Meanwhile, there have been no further developments in connection with the RCA conversations with leading New York newspapers for introduction of facsimile there. An experimental model of home facsimile receiver has been practically completed at the RCA Victor plant, Camden, N. J., but the price factor appears to be the biggest obstacle. While no official word was forthcoming, it is understood the experimental model cost has exceeded $100, whereas it is figured that a price in the neighborhood of $25 would be essential before any serious thought can be given to introduction of home facsimile.

(See Oct. 1 issue of BROADCASTING for full details of plans for facsimile introduction.)

Charles J. Pannill, president of Radiomarine, who returned from Europe late last month, has disclosed plans of his company to equip four vessels with facsimile recorders. He predicted that in the future all passenger vessels the world over will carry the apparatus as regular equipment. The *President Harding* tests, he said, resulted in the decision that facsimile for ship use is entirely feasible. Facsimile has been employed in trans-Atlantic record communication for about a year, but transmission to ships plying the seas developed a number of complications, since ship motion interfered with the "pen and ink" type of recording. A carbon-paper type of recording, developed by Charles J. Young, scientist of the RCA laboratories at Camden, and a son of Owen D. Young, is being used for ship reception.

The service for the ships, at the outset, will include transmission of weather maps twice daily, showing wind directions, hurricane data, position of icebergs and derelicts, and also the positions of as many liners and freighters as possible. This will provide invaluable navigational data for mariners. Full pages of newspapers may be radio-photographed by the facsimile process also.

Mr. Pannill estimated that a weather map, or one page of a newspaper, can be "transmitted" to a ship in 25 minutes. Facsimiles radioed across the Atlantic are sent from the Riverhead, L. I., station of Radiomarine, which presumably also will be used for the ship service. He said he did not expect the service to be expensive once it has been installed widely on sea-going vessels. Also installed in conjunction with the facsimile receivers will be radio ticker-tape machines which will automatically record stock prices.

Among other plans being considered in connection with radio facsimile is that of a "radio gift service", Mr. Pannill said, which would be similar to the florists telegraphic delivery. An individual on shore would then be able to purchase gifts for a friend aboard ship and have them delivered within a short time after sending a message describing the purchase.

TALKING CIGARETTE CASE— This bit of a radio receiver, housed in one side of a cigarette case, was exhibited at the Olympia Radio Exhibition in London. It has a single tube, one of the smallest in the world.

AT THE REQUEST of the Northwest Radio, Refrigeration and Appliance Assn., meeting Sept. 29-Oct. 5 in Minneapolis, WCCO presented a high-fidelity broadcast, using ten frequencies.

ANOTHER REASON WHY

BLAW-KNOX RADIATOR

INCREASES NIGHT TIME COVERAGE 50 MILES FOR STATION WHO

From the Central Broadcasting Company Station WHO, Des Moines, Iowa, comes the following comment:—

"We would like to commend your company on the tower installation which you made for the Central Broadcasting Company Station WHO Des Moines. We have every reason to believe that from a radio standpoint this tower has given us a signal strength increase equivalent to the best tower installation in this country, increasing our field at one mile from approximately 1500 to 1900 mv/m, and increasing our fading wall distance approximately 50 miles.

Again let us thank you for your wonderful cooperation in providing us with the means for greatly increasing our coverage."

WHO—DES MOINES

PAUL A. LOYET, Technical Director

May we send you our recommendations and approximate prices on Blaw-Knox Radiators to increase the effectiveness of your own coverage. ***There are now 446 Blaw-Knox Vertical Radiators in use.***

BLAW-KNOX COMPANY

2038 FARMERS BANK BUILDING PITTSBURGH, PA.

Skits Dramatizing Program Schedule Adopted by WADC

Exploitation Series Stressing The News Proves Successful

By GLEN HANCOCK
News Editor, Front Page of the Air

BLAZING a new trail in self exploitation and challenging daily newspapers in its community, WADC, Akron, has inaugurated a series of dramatic skits calculated to emphasize merits of programs.

"In substance, the purpose of our plan is to take a leaf from the experience of smart publishers and dress our own show window so as to invite patronage," explained Allen T. Simmons, owner and operator of the station.

The latest skit introduced over WADC in accordance with that design attracted immediate attention. The broadcast required less than 15 minutes. Two regular station announcers, one character woman and one male character lead made up the cast.

The central figure in the skit was presented as *John Listening Public* and when he intruded suddenly on the station announcer, that voice cautioned him politely to remain quiet. The ensuing dialogue in which the announcer and *John Public* participate brings out the names of artists and air shows featured on the station.

Humor in Plugs

A LITTLE humor is contrived by introduction of *John Public's* wife who follows him to the studio. Her voice is used to comment on features particularly designed for women listeners.

The announcer inquires of his visitors concerning their likes and dislikes and his questions pave the way for some excellent and convincing plugs. The suggestion, for instance, that householders would do well to keep WADC tuned in most of the day is put over in this fashion:

Announcer: "And what hour do you listen in most frequently?"

John Public: "A difficult question, young man — I suppose some one in my household listens to WADC every hour in the day . . . especially since it has been possible to keep abreast of the principal news events of the day merely by listening to the radio."

Another pointed reference, stressing the news broadcasting facilities of WADC, is brought out when *John Public* is told of a recently acquired feature—a market ticker carrying quotations direct to the studio from Chicago and New York.

John Public exclaims: "And so every day, market news from all the big market centers like New York, Chicago, Kansas City and Cleveland is flashed here to this studio, just as it is to a broker's office!"

"That's right, every day, and every hour of the day," adds the announcer.

Also stressed is the feature *Front Page of the Air*, a Sunoco sponsored broadcast of the Sun Oil Co., and then *John Public* goes on:

"The Front Page of the Air!" he reminisces. "In a few minutes one can digest all the worthwhile happenings in the whole world. And the voice of the announcer lends human interest to even a drab recital from Washington of the antics of Congress. It's a grand service. Why, do you know, I really believe this newly acquired gift of radio . . . this function of distributing news overshadows all other accomplishments . . . It's an educational feature — it's a stride toward wider interest in current events, and that means a more alert people. In my household, in all households of this region . . . hundreds of thousands of them, the full rich tones of WADC and the splendid volume of its powerful voice, keeps us informed, keeps us advised, keep us abreast of the rapidly changing tide of human events . . ."

The dramatization is spiced with some humor and sound effects so that interest is sustained.

Fred Bock, advertising manager of the station, discovered that the exploitation helped dissolve sales resistance. Dorothy Doran, radio editor of Akron's largest newspaper, the *Beacon Journal*, hailed the presentation as "an ingenious departure from cut and dried radio shows".

Krueger Discs Extended

KRUEGER BREWING Co., Newark, has expanded its use of radio for promotion of its canned beer and ale, the list of stations now including WSB, WIS, WQAM, WJAX, WFLA-WSUN and Yankee Network. Decca quarter-hour transcriptions are used twice weekly, the program being titled *Krueger House Party*. Fuller & Smith & Ross Inc., New York, is the agency.

Methods of Determining Coverage Are Compared

WHYS and wherefores of station coverage and listener surveys, and their values and shortcomings, were discussed at a luncheon Oct. 2 in New York tendered by WOR to the broadcasting and advertising trade press. The occasion was the introduction of a new brochure for WOR titled *It's A Small World*, based on a technical survey by Edgar H. Felix, consulting radio engineer, combined with a day and night mail tabulation by Crossley Inc., in connection with WOR's recently installed 50,000 watt transmitter.

Mr. Felix responded in detail to questions put by WOR executives and by guests on technical aspects of field intensity surveys and how they may be correlated with mail and audience analyses. Archibald M. Crossley, president of Crossley Inc., spoke on various methods of audience surveys, and answered questions. Alfred J. McCosker, president of WOR, presided at the luncheon. Theodore C. Streibert, assistant to the president, and Walter Neff, WOR sales manager, led the questioning.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD RADIO Inc.
Hollywood, Calif.

MBS Granted Temporary Wire Privilege to CKLW

PENDING receipt of word from the Canadian Radio Broadcasting Commission, the Broadcast Division of the FCC Oct. 8 granted to the Mutual Broadcasting System temporary authority until Oct. 31 to transmit its programs to CKLW, Windsor-Detroit, new MBS outlet. Complications had developed just prior to CKLW's inaugural on MBS Oct. 1 because of an adverse recommendation from the FCC Engineering Department, based on the lateness of the filing of the petition for the authority which, it was contended, did not give the FCC sufficient time to check with the Canadian authorities.

Under the terms of the Communications Act of 1934, permission must be procured from the FCC for transmission of programs by wire lines across the border. CKLW, as a CBS outlet until the first of this month, had authority from the FCC for reception of that network's programs, but MBS had to apply in its own right for its affiliation with CKLW.

NAB Board Session

WITH copyright the salient issue the NAB board of directors will meet in New York Oct. 17 at the call of President Leo J. Fitzpatrick. Aside from the copyright matter, now reaching a climax with the approach of expiration of contracts on Dec. 31, other matters on the meeting agenda are understood to be of a routine nature.

"The Syracuse Plan"

For Four Years a Successful Wedding of Educational and Commercial Broadcasting . . . With educator and advertiser perfectly satisfied:

"The acid test."

WSYR
TOP O' THE DIAL
PREFERRED POSITION in SYRACUSE

WXYZ
NOW THE DETROIT OUTLET FOR NBC BLUE NETWORK

Continuing the Eminently Successful Merchandising Service

WXYZ will continue as the key station for the Michigan Radio Network and will also continue its remarkable assistance to advertisers — the FREE MERCHANDISING SERVICE! This service has been of invaluable aid especially to food and drug manufacturers seeking sales outlets and distributors in the great, rich Michigan market. Write or wire for details.

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
500 MADISON THEATRE BLDG., DETROIT
WM. G. RAMBEAU CO., Representatives
HOME OFFICES: Tribune Tower, Chicago
Eastern Office: 507 CHANIN BLDG. New York
Western Office: RUSS BUILDING San Francisco

Add Kentucky Colonels

TO RADIO'S army of Kentucky Colonels during the last few weeks have been added Ned Midgley, Batten, Barton, Durstine & Osborn; Margaret Jessup, McCann-Erickson Inc.; Barry Ryan, Ruthrauff & Ryan, and Herbert Ackerberg, CBS. They have received their commissions from Gov. Ruby Laffoon of the Blue Grass State at the instance of L. B. Wilson, operator of WCKY, Cincinnati.

Kalispell's
Largest Tire
Dealer* Uses
KGEZ Exclusively

*-His line is NOT one of three most advertised nationally

KGEZ

Box 1 Kalispell, Montana

THE PUBLIC SERVICE PROGRAM

How Careful Planning Can Make Good Listening Out Of Broadcasts by Civic Organizations

EVERY radio station is besieged with requests for time on the air by individuals and organizations of every sort, each with a message to the public which it is pressed to broadcast as a public service.

This puts the station operator decidedly on the spot. Almost without exception the causes are laudable; many of them have his private sympathy and support; certainly it is his civic duty to lend the facilities of his station for anything which is for the betterment of the community; yet he is fully aware that in turning his microphone over to one of these speakers he is turning nine-tenths of his audience over to his competing stations whose programs may be less uplifting but are more entertaining. For it is a well-proved fact that the average listener will tune out any lengthy talk on a serious subject, the sole exception being the fireside broadcasts of President Roosevelt.

Lots of thought has been given this question by the broadcasting industry and many stations have worked out reasonably satisfactory answers. Among the most successful efforts in this direction is that of the Western Division Public Events and Special Features Department of CBS, which at the instance of H. Leslie Atlass, vice-president of the network in charge of the Western Division, has developed a new program technique for educational features. This department handles all broadcasts of this nature for both WBBM, CBS Chicago outlet, and for the network in the Midwest.

How It Is Done

"WE HAVE worked out four ways of handling this type of material," says John D. Fitzgerald, former newspaperman who has managed this department for the past year. "The most effective procedure is to broadcast directly from the scene of action, showing the organization actually at work. For example, a broadcast from Red Cross headquarters in a disaster stricken area, or from a fresh air camp maintained by a charitable group for under-privileged city children, will depict to the general public the work of these organizations much more vividly than a radio talk by one of the directors, and will be much more effective in winning public support.

"Secondly it is possible to show the work of an organization by means of dramatic productions, in which its activities can be effectively demonstrated within the studio.

"A third method that is often helpful in creating and holding listener interest is the interview. A single voice is soon apt to become monotonous, especialy where the speaker is reading from manuscript, and the addition of a second voice, interrupting at frequent intervals to emphasize a point or to ask a question, can pep up an otherwise dry talk immeasurably.

"Where it is not practicable to adopt any of these devices we try to build up a talk by surrounding it with appropriate music, and if the talk itself runs more than five minutes (which we always try to avoid) by breaking it up with a musical interlude."

Most ambitious as well as most successful of WBBM's public service features is the daily broadcast of the proceedings of Chicago's traffic court. The series was inaugurated last November as the station's contribution to the city-wide safety campaign launched by Mayor Edward J. Kelly in an effort to halt the ever increasing toll of traffic casualties.

An example of the dramatic technique is a recent series dedicated to the American Red Cross. Previously this organization, along with many others, had been allotted five-minute periods for talks about its service. However, when careful investigation showed that the Red Cross records teemed with exciting episodes that lent themselves to dramatic handling, a series of quarter-hour dramas was launched, portraying the work of the Red Cross in time of war, in giving first aid, and in times of local or national emergencies. These programs were staged by competent actors with well-written scripts, using sound effects and appropriate music.

Similar technique has been used to develop dramatic radio presentations for such children's organizations as the Boy Scouts, Girl Scouts and Campfire Girls. The children themselves participate in the weekly programs depicting the wholesome aspects of camp life, troop meetings, hikes, and the like.

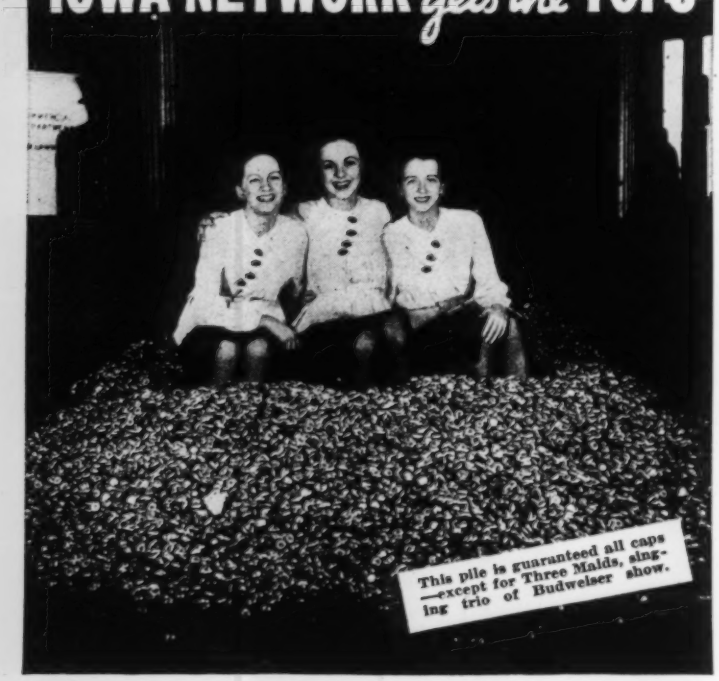
Need of Good Programming

MANY women's organizations conduct activities that can be interestingly broadcast. For example, special patriotic programs prepared under the auspices of the Daughters of the American Revolution and broadcast on national holidays have proved unusually popular.

Regular broadcasts from such organizations as the American Medical Association, American Dental Association, Illinois State Medical Society, Chicago Dental Society and the Chicago Board of Health form an important part of the public service schedule. Usually these programs are straight talks or addresses, but careful programming permits their being accompanied by appropriate music.

In addition to its regular schedule of educational programs the Public Events and Special Features Department also arranges for radio visits to many points and events of widespread interest. The memorial service to Miss Jane Addams, the eye-witness account of the Nebraska flood, the Easter sunrise service on Chicago's Lake Front, the first broadcast from the pit of Chicago's Board of Trade, the dramatization of the life of John Dillinger (planned, written and produced in less than twelve hours after his death), and the broadcast of the Chicago Stockyards fire, which received the award for the best news broadcast of the year, are typical of these special programs, which bring to the listener, by means of natural sound effects and interviews with persons intimately concerned with the events as well as through the announcer's description direct from the scene, a vivid picture of the event.

IOWA NETWORK gets the TOPS



Here's the latest example. 19 bands compete in Budweiser Band contest over KRNT, Iowa Network station in Des Moines. Results:

(1) 185,484 bottle caps voted; which represents approximately . . .
(2) 278,226 pints of beer sold.
(3) 254 inches of publicity in 19 Iowa newspapers; of which . . .
(4) 63 inches was front page stories.

For additional facts about stations and programs of The Iowa Network, call John Blair & Co., New York, Detroit, Chicago and San Francisco, or write THE IOWA BROADCASTING SYSTEM, The Des Moines Register and Tribune.

KRNT CBS BASIC Des Moines WMT NBC BASIC BLUE Cedar Rapids-Waterloo KSO NBC BASIC BLUE Des Moines

K F B I

Abilene, Kansas
5000 watts 1050 kc.

Because of its central location KFBI is virtually without interference and competition, and reaches more Kansas people at a lower cost than can be reached any other way.

National Representatives
WILSON-DALTON
Chicago, Kansas City
NORMAN CRAIG
New York

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

Inter-City Group Has 13 Sponsors

Commercial Programs Totaling Over 18 Hours Are Signed

THIRTEEN accounts representing 18 hours and 40 minutes of commercially sponsored time per week are now using the Inter-City Group, with programs fed from WMCA, New York, or other stations of the group. Inter-City began operation last spring as a cooperative venture under the direction of Donald Flamm, president of WMCA, after several efforts to launch "third networks" had failed.

The group's accounts and their agencies follows:

Rev. George A. Palmer, Hasbrouck Heights, N. J., *Morning Cheer*, keyed from WIP, placed direct; also on WMCA.

Journal of Modern Living, New York (publication), *Health Talk by Victor H. Lindlahr*, from WMCA, through Bess & Schillin, New York; also on WIP.

Macfadden Publications, New York. *Laurence Gould, psychologist*, from WMCA, placed direct; also on WIP, WCBM, WOL, WMEX, WPRO, WLNH, WDEL.

Rev. Donald Grey Barnhouse, from WIP, placed direct; also on WMCA.

St. Christophers Inn, Garrison, N. Y. (religious), *Ave Maria Hour*, transcription, from WMCA, placed direct; also on WIP, WCBM, WMEX, WPRO.

Fitch Publishing Co., New York (investments), *Safeguarding Your Investments*, from WMCA, through E. C. Van Dyke, New York; also on WCBM, WOL.

Koppers Gas & Coke Co., Kearny, N. J., *Five Star Final*, from WMCA, through N. W. Ayer & Son Inc., N. Y.; also on WIP.

Finlay-Straus Inc. & Associated Jewelers, New York (jewelry), and local sponsors, *True Detective Mysteries*, from WMCA, placed direct; also on WIP, WCBM, WOL, WMEX, WPRO, WLNH, WDEL.

Adam Hats, New York, important boxing bouts, from WMCA, placed direct; also on WIP, WCBM, WOL, WMEX, WPRO, WLNH, WDEL.

Dentists Supply Co. of New York, *Dr. George Wood Clapp*, through A-W Adv. Agency, N. Y.; also on WIP.

Sterilek Co. Inc., New York (facial tissue). *Meadow Beauty Forum*, from WMCA, placed direct; also on WMEX, WPRO.

Wm. P. Goldman & Bros., New York (clothing), *Variety Show, Sport High-lights*, from WMCA, through Bess & Schillin, New York; also on WCBM, WMEX.

Young Peoples Church of the Air, Philadelphia, *Dr. Percy Crawford*, from WIP, placed direct; also on WMCA, WCBM, WOL, WMEX, WPRO, WLNH.

KRLH are the call letters assigned by the FCC for the new 100-watt station in Midland, Tex., authorized to Clarence Scharbauer.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

His Ship Comes In

BOX-TOPS are swell in the broadcasting line, opines Harrison Holliway, manager of KFRC, San Francisco, but raffles are the business in yachting. Reason: Mr. Holliway won a "beetle" boat, latest type of sail-propelled craft which is a cross between a flat-bottom rowboat and a schooner-rigged skiff in a raffle conducted by the San Francisco Yacht Club.

Golden Gate Ad Session

"WHO'S WHO on the new radio broadcasts and what will it mean to their sponsors" was the theme of the radio departmental meeting of the San Francisco Advertising Club in the Palace Hotel, Oct. 2, when Ralph Brunton, manager of KJBS, that city, was chairman of the day. Harry F. Anderson, NBC western division sales manager in San Francisco, and Harrison Holliway, manager of KFRC, that city, and representing the CBS-Don Lee network, were joint speakers, having for their topic, "What the Public Can Expect From the New Fall Network Programs". Miss Helen O'Neill, producer in charge of NBC auditions, gave a demonstration of her work. Eddie Fitzpatrick and his Club Deauville orchestra, heard over the NBC network, supplied entertainment.

Important Staff Changes Are Announced by WGAR

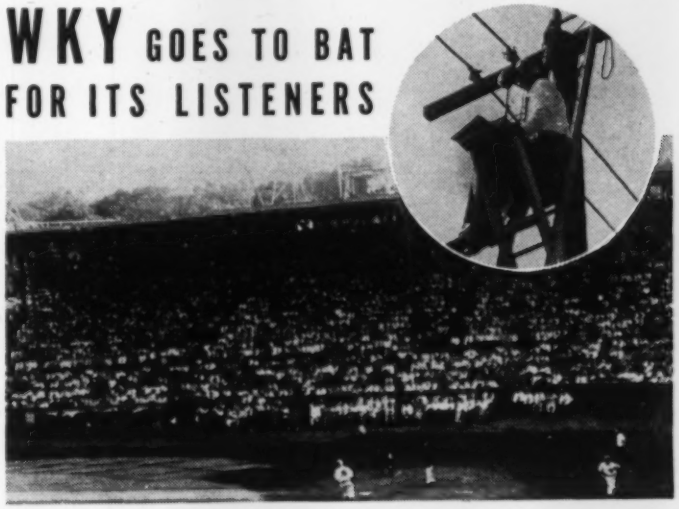
WGAR, Cleveland, has made a number of promotions and additions in its staff, according to John F. Patt, manager. Eugene Carr, formerly program manager, has been elevated to assistant manager. He has been with WGAR a year and a half, having formerly been with WTAM, Cleveland, as well as director of radio for the Cleveland Institute of Music and other musical connections, and later with Lang, Fisher & Kirk Inc., Cleveland advertising agency.

Worth Kramer, announcer, schedule manager and NBC vocalist, has been promoted to program director. Maurice Condon, formerly continuity editor, now is schedule manager. Bob Evans, sports announcer, has been named INS news editor at WGAR. David Baylor, formerly of WADC and WJW, Akron, and WCAE, Pittsburgh, replaces Ray Rasmussen as announcer, Rasmussen leaving radio.

Lucius W. Nieman

LUCIUS W. NIEMAN, founder and owner of the *Milwaukee Journal* and stanch supporter of newspaper-radio friendship, died at his home in Milwaukee Oct. 1 at the age of 77. He aided in the establishment of the newspaper's station, WTMJ, Milwaukee, and has always encouraged its development under H. J. Grant, the publisher, and Walter J. Damm, WTMJ director. His widow, a sister and a niece survive.

WKY GOES TO BAT FOR ITS LISTENERS



● Oklahoma City was in a fever over the ball team that was about to garner the first league pennant in 12 years.

All Oklahoma burned to see its team in the crucial play-off in Beaumont . . . and it did, through WKY.

A contract held by another Oklahoma City station which aired telegraphic reports of out-of-town games, barred WKY from the Beaumont park. Out, but not down, WKY perched its announcer on a power line pole outside the fence (see circle above) and piped the play-by-play account of the games to its listeners 500 miles away.

WKY went along with the victorious Indians a few days later to put Oklahoma in the Atlanta grandstand with a play-by-play sportcast of the Dixie Series.

By consistently smashing out such hits as these, WKY keeps batting 1000 with listeners . . . and consequently scores heavily for advertisers.

WKY

OKLAHOMA CITY
NBC AFFILIATE

Affiliated with The Daily Oklahoman, the Times, and the Farmer-Stockman

NATIONAL REPRESENTATIVE — E. KATZ SPECIAL ADVERTISING AGENCY

KJR

Seattle, Washington

■

Covers 60% of Washington's population and gives 277,300 families the latest news — seconds after it happens

THE TOTEM NEWS REPORTER

is on the air!

■

9:30 a. m. 6:30 p. m.
9:00 p. m.

■

With world wide news from United Press
These sensational broadcasts are available for full sponsorship

■

KJR

is first in NEWS

5,000 Watts Cleared Channel

For complete information write

EDWARD PETRY & COMPANY INC.

New York Detroit
Chicago San Francisco

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

WTMJ, Milwaukee

Acme White Lead & Color Works, Detroit (Lin X), 5 weekly *sa*, thru Henri, Hurst & McDonald Inc., Chicago.
Bulova Watch Co., New York, 6 weekly *sa*, thru Biow Co. Inc., N. Y.
Lavena Corp., Chicago (bath powder), 6 weekly *sa*, thru Lord & Thomas, Chicago.
John Morrell & Co., Ottumwa, Ia. soup and meat products), 6 weekly *sa*, thru Henri, Hurst & McDonald Inc., Chicago.
Hurst & McDonald Inc., Chicago.
RCA Mfg. Co., Camden, N. J. (radio tubes), 3 weekly *sa*, thru Lord & Thomas, N. Y.
Ralston Purina Co. Inc., St. Louis (Purina), 3 weekly *t*, thru Gardner Adv. Co., St. Louis.
Rite-Rite Mfg. Co., Chicago (pencils), 6 weekly *sa*, thru Russell C. Comer Adv. Co., Chicago.
Zenith Radio Corp., Chicago (radio sets), 4 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Buick Motor Co., Flint, Mich. (autos), 5 weekly *t*, thru Erwin-Wasey Co. Inc., N. Y.

KGO, San Francisco

Reo Motor Car Co., Lansing, Mich. (autos), 6 weekly *sa*, thru Maxon Inc., Detroit.
Buick Motor Co., Flint, Mich. (autos), 6 weekly *ta*, thru Erwin, Wasey & Co. Inc., N. Y.
Wheatena Co., Rahway, N. J. (cereal), 3 weekly *t*, thru McKee & Albright Inc., Philadelphia.
Carleton & Hovey Co., Lowell, Mass. (Father John's medicine), 6 weekly *sa*, thru John W. Queen, Boston.
United Drug Co., Boston, Mass. (Rexall 1c sale), 5 times only, thru Street & Finney Inc., N. Y.
Railway Express Agency, New York, weekly *t*, thru Caples Co., N. Y.
Associated Oil Co., San Francisco, 13 *football games*, thru Lord & Thomas, San Francisco.
Calwhey Co., San Francisco (health food), 2 weekly *sp*, thru Ray Wright Adv. Agency, San Francisco.
Pinex Co., Fort Wayne, Ind., (cough syrup), 2 daily *sa*, thru Philip O. Palmer & Co. Inc., Chicago.

WPAY, Portsmouth, O.

Standard Oil Co. of Ohio, Cleveland (Sohio products), daily *sp*, thru McCann-Erickson Inc., Cleveland.
Studebaker Sales Corp. of America, South Bend, Ind. (autos), daily *ta*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Stanback Medicine Co., Salisbury, N. C. (proprietary), daily *sa*, thru J. Carson Brantley Adv. Agency, Salisbury, N. C.
Swartchild & Co., Chicago (jewelry), 26 *ta*, thru Neisser-Meyerhoff Inc., Chicago.
Gardner Nursery Co., Osage, Ia. (plants), daily *ta*, thru Northwest Radio Adv. Co., Seattle.

KHJ, Los Angeles

Sterling Products Inc., New York (Phillips cosmetics), 117 *t*, thru Blackett-Sample-Hummert Inc., N. Y.
Pacific Greyhound Lines, San Francisco (bus travel), 16 *t*, thru Beaumont & Hohman, San Francisco.

KHSL, Chico, Cal.

Rio Grande Oil Co., Los Angeles, weekly *t*, thru Beaumont & Hohman, Los Angeles.
M-J-B Coffee Co., San Francisco, *sa*, direct.

KDKA, Pittsburgh

American Assn. of Washing Machine Mfrs., Chicago, 26 *t*, thru Meldrum & Fewsmith Inc., Cleveland.
Buick Motor Co., Flint, Mich., 20 *ta*, thru Erwin, Wasey & Co. Inc., N. Y.
Edward A. Woods Co., Pittsburgh (insurance), 26 *sp*, thru Smith, Hoffman & Smith Inc., Pittsburgh.
Borden Sales Co., New York (Chateau cheese), 24 *sp*, thru Young & Rubicam Inc., N. Y.
E. Fougera & Co. Inc., New York (Vapex), 36 *ta*, thru Small, Kleppner & Seiffer Inc., N. Y.
Wipe-On Corp., Brooklyn (varnish), 39 *sp*, thru E. M. Freystadt Associates Inc., N. Y.
Zenith Radio Corp., Chicago (radio sets), 52 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Sterling Products Inc., New York (Phillips cosmetics, Dr. Lyons toothpowder), 195 *t*, thru Blackett-Sample-Hummert Inc., N. Y.
Carleton & Hovey Co., Lowell, Mass. (Father John's medicine), 13 *sa*, thru John W. Queen, Boston.
Hartz Mountain Products Inc., New York (fish, bird food), 13 *sp*, thru Ernest Davids Inc., N. Y.

WWSW, Pittsburgh

B. C. Remedy Co., Durham, N. C. (proprietary), 6 weekly *sp*, thru Harvey-Massengale Co., Durham.
Industrial Cigar Co., Pittsburgh (Arco cigars), daily *sa*, direct.

CFRB, Toronto

S. C. Johnson & Son Inc., Racine, Wis. (floor wax), weekly *sp*, thru Needham, Louis & Brorby Inc., Chicago.

WIND, Gary, Ind.

United Distillers Ltd., New York (U. D. L. liquor), 13 *t*, thru Amalgamated Adv. Agency Inc., N. Y.

WGAR, Cleveland

Hartz Mountain Products Co. Inc., New York (bird food), 3 weekly *sa*, thru Ernest Davids Inc., N. Y.
Cardinal Laboratories, Chicago (Rite Way dye), 6 weekly *sa*, thru Blackett-Sample-Hummert Inc., Chicago.
Bunte Bros., Chicago (candy), 2 daily *sa*, thru Fred A. Robbins Inc., Chicago.
Borden Co., New York (Chateau cheese), 3 weekly *sa*, thru Young & Rubicam Inc., N. Y.
Crowell Pub. Co., New York (Woman's Home Companion), 2 weekly *sp*, thru Geyer-Cornell Co. Inc., N. Y.
Auburn Automobile Co., Auburn, Ind., 3 weekly *sp*, thru Humphrey, Prentke & Scheel Inc., Cleveland.
Socony-Vacuum Oil Co., New York (oil products), 5 weekly *sa*, thru J. Stirling Getchell Inc.

KFAC, Los Angeles

Kenroy Pub. Co., Los Angeles, 2 weekly *sp*, thru Newkirk & Lawrence, Hollywood.

WMFF, Plattsburg, N. Y.

Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

KQW, San Jose, Cal.

Los Angeles Soap Co., Los Angeles (White King soap), 6 daily *sa*, thru Barnes-Chase Co., Los Angeles.

KFWB, Hollywood

Torgsin, New York (Soviet trading bureau), weekly *t*, thru M. Keilson Co., N. Y.

WEAF, New York

Troy Hills Inc., New York, weekly *sp*, thru Trades Adv. Agency, N. Y.

STAND BY FOR STATION ANNOUNCEMENT-TRAIN NUMBER FOUR IS THREE HOURS LATE — READ THE BULLETIN BOARD FOR FURTHER DETAILS... DAD KEYES ANNOUNCING!
WHAT! AGAIN?
SOUTH
SO WHAT!
QUACK!
SINCE STATION AGENT KEYES HAS HAD A RADIO IN THE TELEGRAPH OFFICE HE HAS BECOME "AIR" MINDED
STANLEY

Stanley for Central Press

WOR, Newark

D'Arrigo Bros. Co., Boston (Andy-Boy broccoli), 2 weekly *sp*, thru Harold F. Lewis Adv. Service, Boston.
Borden's Farm Products Co. Inc., New York (milk), weekly *sp*, thru Brooke, Smith & French Inc., N. Y.
Eastern Nu-Enamel Co., New York (paint), 4 weekly *sa*, and weekly *sp*, thru H. L. Stedfield Co. Inc., N. Y.
H. T. Dewey & Sons Co., New York (wine), weekly *sp*, thru H. W. Fairfax Adv. Agency, N. Y.
Railway Express Agency, New York, weekly *t*, thru Caples Co., N. Y.
McKesson & Robbins Inc., Bridgeport, Conn. (Calox tooth powder), 10 weekly *sa*, thru N. W. Ayer & Son Inc., N. Y.
Grove Laboratories Inc., St. Louis (proprietary), 4 weekly *t*, thru Stack-Goble Adv. Agency, N. Y.
Buick Motor Co., Flint, Mich., 6 weekly *t*, thru Erwin, Wasey & Co. Inc., N. Y.
Wipe-On Corp., New York (varnish), 3 weekly *sp*, thru E. M. Freystadt Associates, N. Y.

WBBM, Chicago

Skelly Oil Co., Kansas City (gasoline and oil), 5 weekly *t*, thru Russell C. Comer Adv. Co., Kansas City.
Illinois Meat Co., Chicago (Broadcast corn beef hash), 6 weekly *sp*, thru J. L. Sugden Adv. Co., Chicago.

WLBC, Muncie, Ind.

French Lick Springs Hotel Co., French Lick, Ind. (mineral water), weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Zerbst Pharmacal Co., St. Joseph, Mo. (proprietary), daily *sa*, thru Barrons Adv. Co., Kansas City.

KLPM, Minot, N. D.

Health O'Quality Products Co., Cincinnati (food etc.), weekly *sp*, thru Key Adv. Agency, Cincinnati.
French Lick Springs Hotel Co., French Lick, Ind. (mineral water), weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WBRE, Wilkes-Barre, Pa.

Bay State Fishing Co., Boston (40 Fathom fish), 3 weekly *t*, thru Street & Finney Inc., N. Y.
Republic Oil Co., Wilkes-Barre branch, weekly *t*, thru National Radio Adv. Agency Inc., Hollywood.

WACO, Waco, Tex.

United Drug Corp., Boston (Rexall products), 5 *t*, thru Spot Broadcasting Inc., N. Y.
Swartchild & Co., Chicago (jewelry), 26 *ta*, thru Neisser-Meyerhoff Inc., Chicago.

WENR, Chicago

Union Pacific System, Chicago (railroad travel), 3 *sa*, thru Caples Co., Chicago.
Buick Motor Co., Flint, Mich., 15 *ta*, thru Erwin, Wasey & Co. Inc., N. Y.

WDOD, Chattanooga

Sterling Products Inc., New York (Dr. Caldwell's Syrup of Pepsin), 5 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.
Health O'Quality Products Co., Cincinnati (food, etc.), weekly *t*, thru Key Adv. Co., Cincinnati.

WLW, Cincinnati

Crown Overall Mfg. Co. & Headlight Overall Mfg. Co., Cincinnati, weekly *sp*, thru Key Adv. Co., Cincinnati (incorrectly listed in Sept. 1 issue).

WNAC, Boston

Gooderham & Wort Ltd., Toronto (beverage), 5 weekly *sp*, thru Fletcher & Ellis Inc., N. Y.

WCAE, Pittsburgh

Creomulsion Co., Atlanta (proprietary), 1,638 *sa*, direct.

WLS, Chicago

American Radiator Co., New York (heating equipment), 60 *t*, thru Marschalk & Pratt Inc., N. Y.
Oshkosh Overall Co., Oshkosh, Wisc., 78 *sp* and 6 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Berrien Springs Chamber of Commerce, Berrien Springs, Mich. (peach crop), 6 *sa*, direct.
Reliance Mfg. Co., Chicago (Big Yank work shirts), 13 *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Ball Bros., Muncie, Ind. (canning equipment), 4 *sp*, thru Applegate Adv. Agency, Muncie.
So-Lo Works, Cincinnati (shoe leather), 6 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
John Morrell & Co., Ottumwa, Ia. (meat products), 117 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Collingbourne Mills, Elgin, Ill. (yarns), 2 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Murphy Products Co., Burlington, Wis. (fodder), 39 *sp*, thru Wade Adv. Agency, Chicago.

WOC, Davenport, Ia.

Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 5 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.
Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.
Household Finance Corp., Chicago (loans), 6 weekly *sp*, thru Charles Daniel Frey Co., Chicago.
Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 3 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Reo Motor Car Co., Lansing, Mich., 6 weekly *sa*, thru Maxon Inc., Detroit.
Sterling Casualty Insurance Co., Chicago, 6 weekly *sp*, thru Radio Broadcasting Inc., Chicago.
Skelly Oil Co., Kansas City, 5 weekly *t*, thru Russell C. Comer Adv. Co., Kansas City.
Union Pacific System, Omaha (transportation), 3 weekly *sa*, thru Caples Co., Chicago.
Massachusetts Mutual Life Insurance Co., Springfield, Mass., weekly *t*, thru R. J. Potts & Co., Kansas City.

KJBS, San Francisco

White Cross Laboratories, San Francisco (tooth powder), weekly *sa*, direct.

Time Spots on WEAF

MANHATTAN SOAP Co., Inc., New York (Sweetheart soap) has taken 42 daytime "time" announcements weekly over WEAF, New York NBC key. These time spots act as an adjunct to other spot broadcasting activities of this company in other sections. The account is handled by the Peck Advertising Agency, New York.

New Panama Outlet

A NEW commercial broadcasting station has been established in Colon, Panama, with the permission of U. S. Navy authorities whose authorization must first be secured under the treaty with the Republic of Panama. It is the 25-watt HP50, located in the Carbone Bldg., Colon, and operating on 1440 kc.

IT'S A
DARNED GOOD BUY
WNBR
Memphis, Tenn.
MID-SOUTH COVERAGE

WMCA, New York

Cardinal Laboratories, Chicago (shoe polish), 2 weekly *sp*, thru Blackett-Sample-Hummert Inc., Chicago.
Reid, Murdoch & Co., Chicago (Monarch foods), 6 weekly *sa*, thru Philip O. Palmer & Co. Inc., Chicago.
Olson Rug Co., Chicago, 12 weekly *t*, thru Philip O. Palmer & Co. Inc., Chicago.
Ex-Lax Mfg. Co., Brooklyn (proprietary), 2 weekly *t*, thru Joseph Katz Co., Baltimore.

WDAY, Fargo, N. D.

Sterling Casualty Insurance Co., Chicago, 6 weekly *sp*, thru Radio Broadcasting Inc., Chicago.
Morton Salt Co., Chicago, weekly *sp*, thru Wade Adv. Agency, Chicago.
Acme White Lead & Color Works, Detroit (paint), weekly *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Northwestern Fuel Co., Minneapolis (Chemacol), 2 daily *sa*, thru Critchfield-Graves Co., Minneapolis.

CHRC, Quebec, Que.

Dr. J. O. Lambert Ltd., Montreal (proprietary), weekly *sp*, direct.
National Breweries Ltd., Montreal, weekly *sp*, thru Vickers & Benson, Montreal.
MacDonald Medicine Co., Kitchener, Ont. (proprietary), 2 daily *sp*, direct.
Slater Shoe Co. Ltd., Montreal, 16 *sp*, direct.

KSFO, San Francisco

Gardner Nursery Co., Osage, Ia., (plants, etc.), 6 weekly *ta*, thru Northwest Radio Adv. Co., Seattle.
Stanco Inc., New York (Daggett & Ramsdell cosmetics), 3 weekly *sp*, thru local distrib.
Dr. Corley's So-Kleen Tooth Powder Co., San Francisco, weekly *sp*, thru Kelso Norman Organization, San Francisco.

WGN, Chicago

Rival Packing Co., Chicago (Rival Dog Food), 52 *sp*, thru Charles Silver & Co., Chicago.
Hollywood Mask Inc., Chicago (beauty preparation), 3 weekly *sp*, thru Schwimmer & Scott, Chicago.
Holland Furnace Co., Holland, Mich., (heating plants), 260 *sp*, thru Blackett - Sample - Hummert Inc., Chicago.
A. S. Boyle Co., Cincinnati (Samoline), 3 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

KFEQ, St. Joseph, Mo.

Gooch Food Products Co., Lincoln, Neb. (flour), 6 weekly *ta*, thru Potts-Turnbull Adv. Co., Kansas City.
Malt-O-Meal Co., Fort Worth (cereal), 3 weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.
Interstate Nurseries, Hamburg, Ia. (plants), 2 daily *sp*, direct.
B. C. Remedy Co., Durham, N. C. (proprietary), 2 weekly *sa*, thru Harvey-Massengale Co., Atlanta.

WFEA, Manchester, N. H.

General Mills Inc., Minneapolis (Bisquick), 6 weekly *t*, thru Knox Reeves Adv. Inc., Minneapolis.
Carleton & Hovey Co., Lowell, Mass. (Father John's), 6 weekly *sa*, thru John W. Queen, Boston.
Zenith Radio Corp., Chicago (radio sets), 4 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
American Gas Machine Co. Inc., Minneapolis (oil burners), 3 weekly *sa*, thru Greve Adv. Agency, St. Paul.

WHK, Cleveland

Ex-Lax Mfg. Co., Brooklyn (proprietary), 2 weekly *t*, thru Joseph Katz Co., Baltimore.
Knox Co., Kansas City (Cystex), weekly *t*, thru Allen C. Smith Adv. Co., Kansas City.
Railway Express Agency, New York, 2 weekly *t*, thru Caples Co., N. Y.

"11,136 *called at our Office*

for tickets to Homicide Squad programs"

says A. R. MATHES, *Manager Community Credit, Inc.*

As a courtesy to the thousands who listen to Homicide Squad each week over KEX, studio tickets were offered to those who called at the offices of Community Credit, Inc. "Our business has shown a steady increase every week since inception of the program. As a matter of fact, 11,136 have called at our office for tickets," says A. R. Mathes. KEX is licking sales problems for many advertisers—at the minimum cost. It is operated by The Oregonian, Portland's preferred newspaper.

Tune in your advertising plans with KEX
KEX KEX
Oregon's most powerful radio station—affiliated with NBC
Operated by Oregonian Publishing Company

Facts
WHK
CLEVELAND
IS
FIRST
IN LISTENING PREFERENCE
•
SECOND
IN POWER
•
SECOND
IN PREFERABLE WAVE LENGTH
(Network Stations)
•
FIRST
IN LOCAL ADVERTISING

(1) WHK, Ohio's oldest radio station is a basic outlet on the Columbia Network. It not only carries all the big CBS programs but leads all Cleveland stations in carrying events of local interest. (2) WHK is second in Cleveland from the standpoint of power—2500 watts, daytime, 1000 watts at night. (3) WHK's power, plus its favorable wave length, plus its more favorable position on the dial means larger and more effective coverage for the advertiser. (4) WHK is Cleveland's most listened-to station, as evidenced by the fact that more local advertising dollars are spent on WHK than any other Cleveland station.

Get the facts before you buy Cleveland. You'll find that your best buy is WHK.

WHK
CLEVELAND
Radio Air Service Corp.
Terminal Tower - - Cleveland, Ohio
H. K. Carpenter General Mgr.
C. A. McLaughlin, Sales Mgr.
FREE AND SLEININGER, Inc.
National Representatives

ON WAAT NEWS

was a feature

4½ Years Ago

News is nothing new as an audience-getting feature on this station. As anciently as 4½ years ago, international, national and local flashes were being flagged over the air-waves of WAAT to all of Northern New Jersey, clean into Metropolitan New York.

Programming of this typical sort has helped make WAAT listened to — in more ways than one, as advertisers can tell you from dollars-and-cents results.

WAAT has no illusions of comparison with the stars of the Very First Magnitude. It does offer itself, however, as a mighty brilliant constellation in the firmament of near-great stations definitely able to do a checkable, productive job.

ACTUALLY—

Northern New Jersey is a territory of closely knit, large and small communities approximating 2,225,000 people—for all practical purposes equivalent to the total population of Boston, St. Louis and Pittsburgh, put together. Can you use this market?

The Facts Are Yours On Request.

Write or Call For Them.

940 KC

WAAT

JERSEY CITY & SUBURBS

KFRC, San Francisco

Old Homestead Bakery Co., San Francisco (bread), 5 weekly *sp*, thru Leon Livingston Adv. Agency, San Francisco.

Sterling Products Co. Inc., New York Wheeling, W. Va., (Phillips face cream), weekly *t*, thru Blackett-Sample-Hummert Inc., N. Y.

Colgate-Palmolive-Peet Co., Jersey City (soap), 3 weekly *t*, thru Benton & Bowles Inc., N. Y.

George H. Benioff Co. Inc., San Francisco (furrier), weekly *t*, direct.

WMAQ, Chicago

Buick Motor Co., Flint, Mich., 15 *ta*, thru Erwin, Wasey and Co. Inc., N. Y.

Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine), 78 *sa*, thru John W. Queen, Boston.

Gardner Nursery Co., Osage, Ia. (plants and shrubs), 3 *sa*, thru Northwest Radio Adv. Co. Inc., Seattle.

Union Pacific System, Chicago (railroad travel), 3 *sa*, thru Caples Co., Chicago.

Maryland Pharmaceutical Co., Baltimore (Rem), 182 *sa*, thru Joseph Katz Co., Baltimore.

KOL, Seattle

Bulova Watch Co., New York, 2 daily *sa*, thru Biow Co. Inc., N. Y.

Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), weekly *t*, thru Wade Adv. Agency, Chicago.

American Washing Machine Mfrs. Assn., Chicago, 2 weekly *t*, thru Meldrum & Fewsmith Inc., Cleveland.

KFBI, Abilene, Kan.

Skelly Oil Co., Kansas City, 6 weekly *t*, thru Russell C. Comer Adv. Co., Kansas City.

Interstate Nurseries, Hamburg, Ia. (plants), 2 daily *sp*, direct.

NETWORK ACCOUNTS

(All time EST unless otherwise indicated)

New Business

AMERICAN CAN Co., New York, on Oct. 29 starts *Ben Bernie* on 34 NBC-WJZ stations, Tuesdays, 9-9:30 p. m. Agency: Fuller & Smith & Ross Inc., N. Y.

COCA COLA Co., Atlanta (beverage) on Oct. 30 starts *Ray Noble Orchestra* on 79 CBS stations, Wednesdays, 9:30-10 p. m. Agency: D'Arcy Adv. Co. Inc., St. Louis.

WASEY PRODUCTS Inc., New York (Zemo ointment) on Sept. 30 started *The Lamplighter* on 2 MBS stations, Mondays, 11:15-11:30 a. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

EMERSON DRUG Co., Baltimore (Bromo Seltzer) on Oct. 29 starts *Bromo-Seltzer Presents NTG and His Girls* on 35 NBC-WEAF stations, Tuesdays, 9-9:30 p. m. Agency: J. Walter Thompson Co., N. Y.

MOLLE Co., Bedford, O. (shaving cream) on Oct. 13 started *Vox Pop* on 21 NBC-WEAF stations, Sundays, 2:30-3 p. m. Agency: Stack-Goble Adv. Agency, N. Y.

WESSON OIL & SNOWDRIFT Co., Inc., New Orleans (salad oil and shortening), on Oct. 28 starts for 13 weeks dramatic serial on 6 NBC-KPO stations, Mondays, 9:30-10 p. m. (PST). Agency: Fitzgerald Adv. Agency, New Orleans.

HUMBLE OIL & REFINING Co., Houston, is broadcasting all Southwest Conference football on Southwest Broadcast Co. network. Agency: Franke-Wilkinson-Schiwetz Inc., Houston.

Network Renewals

TASTYEAST Inc., Trenton, N. J. (chocolate laxative) on Dec. 1 renews *Opportunity Matinee* on 9 NBC-WJZ stations, Sundays, 12-12:30 p. m. Agency: Clements Co., Philadelphia.

TILLAMOOK COUNTY CREAMERY Assn., Tillamook, Ore. (cheese) on Sept. 27 renewed for 13 weeks in *Woman's Magazine of the Air* on 5 NBC-KPO stations, Fridays, 3:15-3:30 p. m. (PST). Agency: Botsford, Constantine & Gardner, Portland, Ore.

OCCIDENTAL LIFE INSURANCE Co. OF CALIFORNIA, Los Angeles (insurance) on Oct. 3 renewed for 52 weeks, in *Winning the West* on 5 NBC-KPO stations, Thursdays, 9:15-9:45 p. m. (PST). Agency: Charles R. Stuart Inc., San Francisco.

NOURISHINE SALES Co., Los Angeles (hair tonic and shampoo) on Oct. 3 renewed for 52 weeks in *Woman's Magazine of the Air*, on 5 NBC-KPO stations, Thursdays, 3:45-4 p. m. (PST). Agency: Hughes & Morton, Los Angeles.

CHEVROLET MOTOR Co., Detroit (autos) on Oct. 19 renews with *Rubinoff Orchestra, Virginia Rea, Jan Peerce and Graham McNamee* on 59 NBC-WEAF stations, Saturdays, 9-9:30 p. m. Agency: Campbell-Ewald Co., Detroit.

KELLOGG Co., Battle Creek, Mich. (food) on Oct. 25 renews *Kellogg College Prom* on 26 NBC-WJZ stations, Fridays, 8:30-9 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

ALBERS BROS. MILLING CO., Seattle, Wash. (cereals) renews Jan. 6, 1936, for 13 weeks, in *Your Program*, on 5 NBC-KPO stations, Mondays, 7:30-8 p. m. (PST). Agency: Erwin, Wasey & Co. Inc., Seattle.

BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSOCIATION, San Francisco (financial) renewed for 13 weeks in *What's New?* on 3 NBC-KPO stations, Sundays, 2:30-3 p. m. (PST). Agency: Charles R. Stuart, San Francisco.

CLIMALENE Co., Canton, O. (water softener) on Nov. 7 renews *Climalene Carnival* on 11 NBC stations keyed from WBEN, Buffalo, Thursdays, 11:30-12 noon. Agency: W. S. Hill Co., Pittsburgh.

Network Changes

SHELL-EASTERN PETROLEUM PRODUCTS Inc., New York, and affiliates on Oct. 12 started Wallace Beery as master of ceremonies on NBC-WEAF *Shell Chateau*.

CARNATION Co. on Oct. 7 added 16 stations to NBC-WEAF network.

PHILIP MORRIS & Co. on Oct. 1 added 18 stations to NBC-WEAF.

BRISTOL-MYERS Co., New York on Oct. 2 added 33 stations to *Town Hall Tonight* on NBC-WEAF network.

Ireland Plans Changes

DR. T. J. KIERNAN, former Commissioner for the Irish Free State in London, has been appointed new director of the Irish broadcasting system, which now comprises three stations which accept some advertising of products manufactured and sold in Ireland. Reorganization plans contemplate a short wave broadcasting adjunct of the 60 kw. station at Athlone and arrangements for exchanges of programs with other European and American broadcasters.

One hundred word announcements as low as $2.03 each

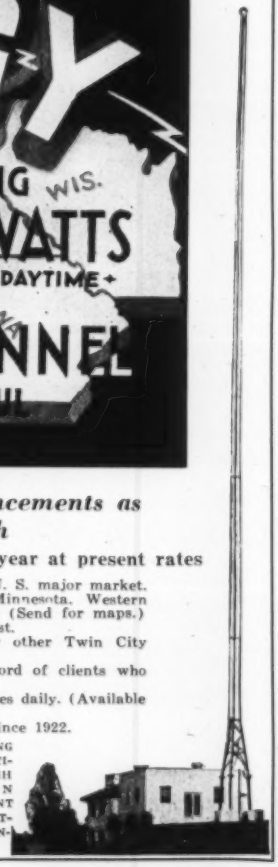
Contracts acceptable for a period of one year at present rates

Lowest time rate for equal wattage in *any* U. S. major market.
Mail returns show complete coverage in Minnesota, Western Wisconsin, Northern Iowa, Eastern Dakotas. (Send for maps.)
Our signal strength second in the Northwest.
We carry more local advertising than any other Twin City Station.
No other Twin City Station equals our record of clients who have broadcast continuously.
International News Service broadcast five times daily. (Available for sponsorship.)
Owned and operated by same management since 1922.

WDGY

Minneapolis and St. Paul

NEW SELF-SUPPORTING TRUSCON STEEL VERTICAL RADIATOR. HIGH FIDELITY WESTERN ELECTRIC EQUIPMENT THROUGHOUT. WESTERN ELECTRIC TURNTABLES.



FOR KANSAS CITY COVERAGE

WREN

"A Bird in the Hand"

AGENCIES AND REPRESENTATIVES

GEORGE ROESLER, exclusive station representative, has moved to new quarters at 360 N. Michigan Ave., Chicago, and has added several stations to his list, which now includes: WIL, St. Louis; WEBC, Duluth; WBOW, Terre Haute; WGBF, Evansville; WKBH, LaCrosse; WOKO, Albany; WHBY, Green Bay; WHBF, Rock Island; WSPA, Spartanburg; KARK, Little Rock.

TOM EVERETT, former director of radio for J. Stirling Getchell Inc., New York, has joined the radio production department of Young & Rubicam Inc., New York.

EDWARD ADLER has been appointed director of radio for Fletcher & Ellis Inc., New York agency. Jerry Cady who has held this position temporarily will resume his free lance radio and picture writing. Mr. Adler was formerly a junior executive serving the Richfield Oil account for this agency.

LEWIS R. AMIS has taken over the radio directorship of Erwin, Wasey & Co., New York, succeeding Charles Gannon, who has been named vice president and radio director of Arthur Kudner Inc., New York.

ERNEST CHAPELL has resigned as radio director of Donahue & Co. Inc., New York agency, and now is announcing the NBC program of Coty, Inc., as well as doing free-lance production.

GRIFFIN ADV. Inc., Cleveland, has been liquidated by Florence Griffin, head of the agency.

WILBUR EICKELBERG, formerly of Tower Magazines Inc., and active in Pacific Coast radio, has been named to the New York staff of Edward Petry & Co. Inc., station representatives.

JAMES D. SHOUSE, formerly of the Chicago CBS sales staff, has joined Stack-Goble Adv. Agency, Chicago, as an account executive.

LEWIS H. YEOMANS, San Francisco advertising executive, has become a partner in the Emerson Foote Adv. Agency, that city, with offices in the McAllister Bldg. The firm will henceforth be known as the Yeomans & Foote Adv. Agency. Yeomans has been associated during the last year with J. Stirling Getchell Inc., as San Francisco representative.

MISS M. S. LEIB, formerly associated with the advertising department of R. H. Macy Co., New York, has joined Sidney Garfinkel Adv. Agency, San Francisco, as radio production manager.

CLARK-HOOPER Inc., New York, audience surveys, has opened a Chicago office in the Wrigley Bldg., with Stephen H. Hartshorn in charge.

FRANCIS A. HARPER Jr. of Chicago, advertising writer, formerly of the Montgomery-Ward advertising staff in Chicago, and later with Ruthrauff & Ryan Inc., Chicago, has joined McCord Co. Inc., Minneapolis.

SMITH, BENNETT & SNOW, a new agency, has been formed in Boston by Lucius Smith, Nelson Bennett and Corry Snow, with offices at 14 Ashburton Place.

MACMANUS & COX ADV. AGENCY has been organized in Detroit by F. J. MacManus and F. E. Cox, offices being at 426 Stormfeltz Bldg.

CHARLES BECK, formerly associated with Ryder & Ingram Ltd., Oakland, Cal., advertising agency, has joined Brewer & Weeks, San Francisco, and is servicing radio as well as other accounts.

CRITCHFIELD-GRAVES Co., Minneapolis agency, has moved its offices to the Radisson Hotel.

Detroit Sports

ALTHOUGH the Detroit Lions, professional football club, is owned by George (Dick) Richards and Leo J. Fitzpatrick, operators of WJR, Detroit, their Sunday games are being broadcast over WJBK, Detroit, as are all of the University of Detroit home games under sponsorship of Gobel Beer. WJBK, specializing in sports, has also contracted again for hockey this winter, offering tickets for a certain number of bottle caps of the sponsor's beer.

A. P. ECKLEY has been named radio director of the three West Coast branches of Ruthrauff & Ryan Inc., located at Los Angeles, San Francisco and Seattle. Ilona Magory is space buyer and Bart L'Hommedieu director of publicity.

EUGENE EUBANKS, former continuity and publicity writer for KYA, San Francisco, and prior to that on the production staff of KHJ, Los Angeles, has joined Frank Wright & Associates, San Francisco and Oakland agency, as radio production manager.

WILLIAM H. HAZE, former Los Angeles national advertising manager for Scripps-Howard newspapers, has been appointed assistant to John F. Whedon, San Francisco manager of Lord & Thomas.

WILDRICK & MILLER Inc. has been formed, with offices at 630 Fifth Ave., New York, by George Laflin Miller and Stanley B. Wildrick, formerly vice presidents of Mark O'Dea & Co., New York.

RICHARD C. LYMAN has been named radio director of Addison Vars Inc., Buffalo agency.

AERIAL PUBLICIZING Inc., New York, has been named national sales representative for territory East of the Ohio River by WPAY, Portsmouth, O., and Eastern New York representative of CKCL, Toronto, as well as New York representative for KJBS, San Francisco, and KQW, San Jose, Cal.

EMIL BRISACHER, president of Emil Brisacher & Staff, San Francisco, is making a tour of the Eastern states, combining business and pleasure. He will return Oct. 28.

BERNARD LICHTENBERG, vice president and a director of the Alexander Hamilton Institute, and with the company for more than 25 years, has resigned as of Nov. 1. Mr. Lichtenberg formerly was president of the Association of National Advertisers and chairman of its board.

Koppers Coke Hookup

KOPPERS CONNECTICUT COKE Co., New Haven (fuel) on Oct. 8 started a new series on WICC, Bridgeport, and WTIC, Hartford, three times weekly. "Fran and Flo" are the talent on the program, live show originating at WICC and piped to WTIC. The show is scheduled for 13 weeks. Arthur H. Kudner Inc., New York, handles the account.

INSULATORS
for every
Broadcasting Requirement
LAPP INSULATOR CO., INC.
LeROY, NEW YORK

Power That Radio Uses

(Continued from page 11)

audience at loud-speakers on the night of Feb. 13, 1935, when the Hauptmann trial verdict was announced.

The electrical meters began to show increased consumption at 7:30 o'clock. When no announcement was made at 8 o'clock the curve dropped; at 8:30 it began to climb again, equaling the 8 o'clock peak at 9 o'clock, but when no word flashed from Flemington apparently many radios were shut off. In a half hour the curve turned up again, reaching a much higher peak at 10 o'clock, gradually dropping off after that, but the chart reveals a vast audience in tune when the verdict was broadcast at 10:45 o'clock. At 1 a. m. the curve was back at normal, but the record of that night was an increase of 133,000 kilowatt-hours.

WLS "Idea" Department

TO PERFECT its program building, WLS, Chicago, has elevated George C. Biggar to the new post of director of program promotion, giving him freedom to devote his entire time to program idea creation and development without the burden of routine. Harold Safford, formerly chief announcer, succeeds him as program director. Biggar is credited with creating the "inquisitive broadcaster" type of program, has supervised the *WLS National Barn Dance* and has developed many other programs.

ELECTRICAL TRANSCRIPTIONS
made by our
PERFECTED METHODS
UNDER THE FAMOUS DYER PATENTS
are true, natural, authentic reproductions of live shows.
•
WE SHOULD LIKE YOU TO HEAR SOME SPECIMENS OF OUR RECORDINGS.
Write or 'phone us.
There's no obligation . . . except the obligation to yourself to investigate new and better recording methods.
RADIO AND FILM METHODS CORP.
101 PARK AVENUE
NEW YORK, N. Y.
CAledonia 5-7530

Program Directors will tell you best Results are secured with

Brush Mikes

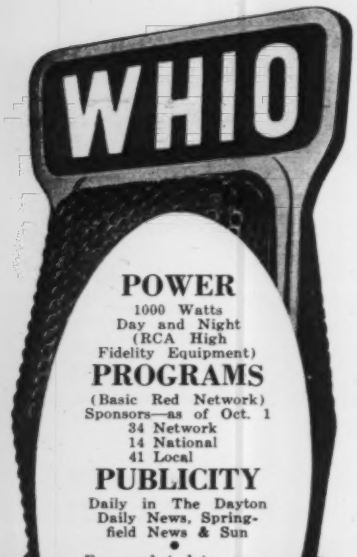
Brush G4S6P Microphone

It is a fact some of the outstanding names in radio insist on using Brush mikes . . . won't use any other. And station officials find Brush mikes build up the audience . . . Why?

Take the G4S6P mike pictured here. It's preferred for studio and orchestra work. The instrument is small—only 4¼ inches high—and "picks up" on all four sides. Singers can be grouped around it comfortably. Unequalled naturalness and fidelity is secured. Listeners get the "tenth row center" feeling.

Eleven models of Brush Sound Cell Microphones, including general purpose—studio—remote pick-up—desk—theatre—lapel and uni-directional types meet every microphone requirement. Prices list from $45.00 to $200. The Brush Data Sheets give full details. Free on request. Send for a copy today.

The BRUSH DEVELOPMENT COMPANY
PIEZO ELECTRIC
1891 E. 40th St. CLEVELAND, O.
MICROPHONES • MIKE STANDS • TWEETERS • HEAD PHONES • LOUD SPEAKERS



RADIO ADVERTISERS

BRISTOL-MYERS Co., New York, Nov. 1 places its Minit Rub and Sal Hepatica accounts with Young & Rubicam Inc., New York. Pedlar & Ryan Inc., New York, handles Rubberset shaving and paint brushes, Ipana toothpaste and Vitalis hair tonic; Thompson-Koch Co., Cincinnati, has Peterman's insecticide, Ingram's milkweed and shaving creams, and Mum deodorant. Young & Rubicam will take over *Town Hall Tonight* Nov. 6.

ALTOFER BROS. Co., Peoria, Ill. (ABC washing machines), is planning to use radio in an autumn schedule.

CORONADO MFG. Co., St. Paul (cosmetics), using radio, places its account through Harman, McGinnis Inc., Minneapolis.

DEVOE & RAYNOLDS Co. Inc., New York (paints) has appointed J. Stirling Getchell Inc., New York, to handle its account.

I. MILLER & SONS Inc., New York (shoes, hosiery), has appointed Bachenheimer-Dundes Inc., New York, to service its account.

SPARKLETS Corp., New York (syphon bottles) is advertising through Lord & Thomas, New York.

SNIDER PACKING Corp., Rochester, N. Y. (catsup, etc.), has named Stewart, Hanford & Frohman Inc., Rochester, to handle its advertising.

NUSHEEN Inc., New York (shampoo), using radio, has named J. Dresner Agency, New York, to service its account.

QUIX LABORATORIES, Chicago, is advertising through Critchfield & Co., Chicago.

FORMFIT Co., Chicago (corsets) has placed its account with L. D. Wertheimer Co., Chicago.

Participating Idea

IN A NEW cooperative program on WCAE, Pittsburgh, listeners are induced to visit the 40 participating stores by writing 50-word letters on "How long have five of these firms been in business" and "What is their principal product or service". Two $10 prizes are offered on each weekly program. The commercials are announced in groups of five, each time with contest comment. The audience may pick any group of five to write about.

MILLER BREWING Co., Milwaukee (High Life beer), has placed its account with Roche, Williams & Cunnyngham Inc., which plans to open a new office at 601 Carpenter Bldg., with Edwin B. Self in charge.

W. S. DICKSON, for two years president of Morse International Inc., New York agency, has been named advertising counseler of Vick Chemical Co., Greensboro, N. C.

RHODE ISLAND FRESH MILK INSTITUTE, Providence, has started a campaign, including radio, throughout the State.

DIXIE RUB Co., Concord, N. C., has placed its account with J. Carson Brantley Adv. Agency, Salisbury, N. C.

F. AD RICHTER & Co. Inc., Brooklyn (Irid, Anchor pain expeller) has placed its account with Charles A. Weeks, new New York agency.

FELLOWS MEDICAL MFG. Co., New York, has named Redfield-Johnstone Inc. to service its account.

KENTON PHARMACAL Co., Covington, Ky. (Brownatone hair dye), has transferred its advertising to Roche, Williams & Cunnyngham Inc., Chicago.

FOLEY & Co., Chicago (Foley's Honey & Tar) has appointed Laueson & Salomon, Chicago, to direct its advertising.

LIONEL Corp., New York (miniature trains), has named L. H. Waldron Adv. Agency, New York, to handle its account.

"Suburban Hours"

ILLINOIS CENTRAL RAILWAY SYSTEM, Chicago (suburban train service), is sponsoring *The Suburban Hour*, an hour of recorded music, weather and time reports, with Norman Ross as master of ceremonies, each weekday morning from 7 to 8 over WMAQ, Chicago. Caples Co., Chicago, is the agency.

Witten Promoted

Mr. Witten

IN A reorganization of Hanff-Metzger Inc., New York agency, Louis A. Witten was advanced to a vice presidency. T. S. Buchanan has been elected president, suceeding Joseph A. Hanff, now chairman of the board. Buchanan, formerly a vice president, has been the contact on the Texas Co. account, radio aspects of which have been directed by Mr. Witten. George P. Metzger, who with Mr. Hanff founded the agency in 1913, has resigned as vice president, as has F. Huber Hoge, also a vice president. Mr. Hoge, suffering from ill health, will continue on the Yuba coffee account. A. O. Dillenbeck has been advanced to the executive vice presidency from a secretaryship.

E. P. ADLER NOW REENTERING RADIO

ONCE a large stockholder in the Central Broadcasting Co., when it operated W O C, Davenport, Ia., in synchronism with W H O, Des Moines, E. P. Adler, head of the Lee Snydicate Newspapers, publishing 11 newspapers in Middle Western States, is renewing his interest in radio, it was revealed Oct. 1 when his *Mason City Globe Gazette* applied to the FCC for authority to erect a new 100 watt station in Mason City, Ia. on 1210 kc. Mr. Adler's *Madison* (Wis.) *State Journal* is now half owner of WIBA, Madison, the *Madison Capital Times* owning the other half.

Whether the Lee Syndicate proposes to seek radio station adjuncts for its other newspapers could not be ascertained, but it is recalled that Mr. Adler sold his interest in the old WOC-WHO combination to B. J. Palmer (now operator of the 50,000-watt WHO, Des Moines, and the 100-watt WOC, Davenport) some years ago after expressing his "disgust" with radio. His group of newspapers also includes the *Davenport Times, Davenport Democrat, Ottumwa Courier* and *Muscatine Journal* in Iowa; *La Crosse Leader & Tribune-Press* in Wisconsin; *Hannibal Courier-Post* in Missouri; *Kewanee Star Courier* in Illinois, and *Lincoln Star* and *Lincoln Journal* in Nebraska.

WIN THE THRIVING WINDSOR DETROIT MARKET

You're in
GOOD COMPANY
When you advertise on
CKLW

How very important it is to the advertiser that he select his advertising media with the same care he exercises in selecting his friends. For, in associating one good name with another, there is the double advantage of capitalizing on established prestige and performance. *CKLW advertisers,* as astute business organizations, cling to CKLW as the *direct* route to *sales* in the Detroit-Windsor area—America's fourth largest market!

CKLW *is now affiliated with the* MUTUAL BROADCASTING SYSTEM

Representatives
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Building, Chicago

Windsor offices
Guaranty Trust Building
Detroit offices
Union Guardian Building

KVI guarantees
. . . The most complete coverage of any station, regardless of power, in the Pacific Northwest.
1000 watts 570 kc
Pioneer CBS Station in the Pacific Northwest

TRANSCRIPTIONS

STANDARD RADIO Inc., transcription producers of Hollywood and Chicago, reports the addition of WROK, Rockford, Ill., and WGH, Newport News, Va., as subscribers to the Standard Program Service. Additional stations to purchase the hillbilly feature *Sons of the Pioneers* are: CFRB, WROK, WTAX, CKAC, KOIN, WTMJ, KRGV, WNOX, WLBF, KGIR, WMBD, WESG, 2GB, Sydney, Australia; KXL, WMBG, KFSD, KGHL, KTAR, WLBC, WAAT, KFDM, WRC, WHO.

TITAN PRODUCTIONS Inc., San Francisco transcription concern, is cutting a quarter-hour, 102-episode musical and patter serial *The Sego Milky Way* for Sego Milk Products Co., Salt Lake City (Sego milk), which are being placed thru L. S. Gillham Co., Salt Lake City agency, on stations in Idaho, Montana, Utah and Nevada. Titan Productions is also cutting 130 five-minute announcements for the Clark Hotel, Los Angeles, placement being thru Russell J. Miller, Los Angeles agency. Thirty-nine 15 minute episodes of *Night Editor*, newspaper stories, which Cardinet Candy Co., Oakland, Cal., sponsors on the NBC-KPO network with live talent, are being recorded by Titan Productions. First 13 transcriptions have been placed on various stations throughout the country by Tomaschke - Elliott Inc., Oakland agency. A 15-minute, 312-episode dramatic serial *The Folks of Hidden Harbour*, written by Adrian Metzger, is being recorded by Titan.

MACGREGOR & SOLLIE Inc., San Francisco transcription producers is recording a 15-minute 312-episode newspaper serial *The Cub Reporter*, written by Richard Holman, former program manager of KYA, that city. Holman also portrays one of the principal characters.

McCLATCHY NEWSPAPERS, operating four stations in California and one in Nevada, have signed with Titan Productions Inc., San Francisco, to purchase all its features. They will be released over KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield, and KOH, Reno, Nev.

KASPER-GORDON Studios, Boston, has been appointed distributors for the Olesen Sound Studios, Hollywood, in New England, New York and Pennsylvania.

HOLLYWOOD INT'L PRODUCTIONS was formed early in October in Hollywood to produce and release transcriptions to Latin American countries. Mary Jane Higbee, writer and radio actress, heads the translation work. Carlos Riviera will produce. *Chandu*, in Spanish, is the initial release.

BRINGING its total list of library subscribers to 135, World Broadcasting System Oct. 10 announced the addition of three South Dakota stations—WGDY, Huron; KABR, Aberdeen, and KWTN, Watertown.

RADIO PROGRAMS SYNDICATE, Hollywood, has started to record 65 five-minute programs called *Friends in Need*, at the Freeman Lang studios for sponsorship by loan companies and banks.

DR. A. U. MICHELSON, Los Angeles religious lecturer over KTM and KGER daily, has installed a line to the Freeman Lang sound studios to have 60 lectures transcribed for placement on Eastern stations.

Psychologists on Radio

(*Continued from page 9*)

ions in shoes. The pictorial reproduction of a product provides a valuable kind of identifiability that radio cannot achieve, a visual help to the customer in selecting that particular product from the merchant's shelves. Radio advertisers of commodities that depend upon the pleasure they give the eye can, however, use broadcasting to suggest that the listener go *see* a particular display.

New products require a considerable amount of description and rather complex promotion. Air conditioning in homes is an example. Radio advertising cannot contain long and involved discourse; if it does so its effectiveness is certainly lost. New products demand analysis and argument; they must provoke reflection and judgment, and such mental processes thrive best under visual stimulation. Likewise products that have a high unit price, that are bought but once in a lifetime, or that for some other reason have an exclusive appeal, arouse hesitation and many doubts in the prospective purchaser. For this reason the case can best be presented in writing. Such goods provoke the purchaser to take his time and "shop around".

Convenience Goods

HE IS, to be sure, still suggestible and he may indeed fall for the persuasion of some salesman, but he is certainly not likely to act in simple obedience to the voice of a radio announcer, although an announcer's suggestions may kindle his curiosity to learn more about the product. It is chiefly in respect to "convenience goods" that the purchaser is willing to have his mind made up for him and in such cases he is more likely to be obedient to the spoken than to the written word.

In deciding between the radio and the printed word, any advertiser will have to consider questions of relative cost, available talent in designing the appeal, the number of repetitions he can afford, and many other problems that are of little concern to the psychologist. The most the psychologist can say is that, *assuming all other conditions to be constant*, printed advertising is probably more effective than radio advertising for products that are new, that have endurance value and high unit price, or whose aesthetic appearance is important to the purchaser. On the other hand, radio would seem better suited to products for which the individual has repeated need, for products that are well established in public favor, for those that have low unit sales price, for those that can be bought at the corner store and require no extensive shopping, for those that are ordinarily used at a certain time each day, and for those that can make an appeal to children. It is important to remember that these generalizations are based upon a somewhat abstract analysis of the psychological factors entering into advertising appeals. In concrete instances, the influence of other variables enters, and the application of these general principles would have to be appropriately modified. In many instances the advertiser wisely concludes that his product is of such a nature that he can use *both* types of advertising advantageously.

THERE AIN'T NO GOLD IN THEM HILLS!

The back-lands of Kentucky and Southern Indiana are beautiful and picturesque, but they don't mean much on a sales-map. The *Louisville trading area* is what you need in your business—and what you *get*, without waste, when you use WAVE . . . The *best million* people in Kentucky live within our primary coverage area . . . and we're their nearest, clearest N. B. C. station . . . Need we point the moral?

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Never mind!

Western Electric's NEW NON-DIRECTIONAL MIKE will pick him up!

● From every angle, this new dynamic mike assures topgrade pick-up. Bell Telephone Laboratories' latest. Western Electric's *finest* microphone. Order yours from Graybar today.

ACTUAL SIZE

$70 including cord and jack

Western Electric
BROADCASTING EQUIPMENT

WBNX

MILESTONES ON WBNX

FIRST — Increased space—additional studios.

SECOND — High Fidelity Speech Input Equipment.

NOW! — NEW 190 FOOT ¼ WAVE ANTENNA!!!

MARKS THE SPOT

These events show why WBNX gives you the New York market intimately, intelligently and inexpensively!

WBNX New York *Write For Booklet "Market Coverage"*

"Plug" Kendrick says:

"GROCERIES? Our home town wives know'em! Ere they shop, 58%* tune in on .... WIRE"

* Price-Lundeen Survey

Formerly WKBF
INDIANAPOLIS
NBC AFFILIATE

D. E. (Plug) Kendrick
V. P. & General Mgr.

Represented by
PAUL H. RAYMER CO. · N. Y. · Chicago

PROGRAM NOTES

THE NOON after Mussolini's sensational speech to the mobilized population of Italy, the *WFBL Women's Newspaper of the Air* reproduced the details of the declaration of war. George Perkins, station program director, reproduced the voice of Mussolini as he read the speech from an Italian newspaper. Bruff Olin, news announcer, read the English interpretation while a recording added the populace noises. Edmund Leonard of the commercial staff, simulated the Ethiopian Emperor's mobilization decree and Gertrude Alderman, commentator of the program, gave the color and late developments.

WALTER (Uncle Bob) WILSON, Chicago's pioneer radio uncle, celebrated his twelfth anniversary on the air Oct. 5 with a full hour broadcast, during which he presented a gold medal to the little girl who became the 800,000th member of Uncle Bob's "The Curb Is the Limit" Club. Uncle Bob, who originated his juvenile organization as part of a safety campaign over KYW years ago, is now broadcasting from 5:30 to 6 each weekday evening over WIND, Gary, Ind., twice a week under the sponsorship of the Hydrox Corp., Chicago (ice cream).

NEARLY always when Paul Henning, movie editor of KMBC, Kansas City, obtains interviews with celebrities at Union Station or the airport, a commercial program is on the air. In such cases Henning conducts the interview as though it were being broadcast, but instead a transcription is made and put on the air later in the day.

WFIL, Philadelphia, has started a nightly five-minute program sponsored by Raymond Rosen, RCA distributor, with Martin Gosch, WFIL news editor becoming a radio columnist and dropping his studio position.

Program Promotion

CROSS-PROGRAM promotion has been started by WOR, Newark, the idea being to mention other WOR programs during a presentation. Either the artist or announcer makes the announcements, which mention both commercial and sustaining broadcasts. The announcements are not overdone in a way that might offend listeners.

WITH a birdseye view of the collapse of the 200-foot Fassett Street bridge, WSPD, Toledo, broadcast the news a few minutes after the accident happened. An eye-witness account was given later from the edge of the span still standing, with Connie Desmond and Ralph Sisson at the microphone. Vern C. Alston, chief engineer, and George Brown, control operator, installed remote wire service in 45 minutes.

WCCO, Minneapolis, on Oct. 4 celebrated the eleventh year on the air of Betty Crocker, cooking expert of General Mills Inc., that city. The account is believed by WCCO to be the oldest continuous broadcaster on the air. D. D. Davis, president of General Mills, read a message on the anniversary program.

KEX, Portland, Ore., has started *Everybody Sing*, in which the public is invited to the studio Thursday nights for community singing. The program was started several months ago as a stunt but drew such crowds that it was bought by a paint merchant, the first broadcasting bringing in 47 customers the next day.

HASTINGS CLOTHING CO., San Francisco (men's clothing and furnishings) for the first time is including radio in its advertising schedule and on Oct. 6 started a 30-day test campaign on KPO, San Francisco, presenting the *Musical Esquires*, vocal and instrumental trio, on Sundays, 10:45-11 a. m. (PST). Sidney Garfinkel Adv. Agency, San Francisco, handles the account.

WHK, Cleveland, now is originating 11 chain features for CBS, claiming first rank among independent key stations in origination of CBS programs.

POOLE ELECTRIC Co. and Best's Apparel, Seattle business houses, sponsor Seattle High School football games, KRSC, that city, having exclusive rights to the games. Robert Priebe, station manager, gives resumes between periods and Ted Bell, announcer, handles the play-by-play account.

SEVEN TALKS in two days is the record set up by Jill Edwards, educational director of WAAF, Chicago, who addressed groups at seven Minnesota high schools and colleges Oct. 10-11. Her topic was *Personality Pointers*, subject of her weekly broadcast over WAAF.

WHO, Des Moines, has resumed its *Iowa Barn Dance Frolic* in the Shrine auditorium, which seats 4,500. The cast of 75 performers is managed by Irving H. Grossman, of the WHO artists bureau and directed by Peter MacArthur and his assistant, Stan Widney, of the WHO announcing staff. Admission of 25 cents for adults, 10 cents for children, is charged.

WHAT To Eat and Why is a new half-hour participating program on WMAQ, Chicago, Monday and Tuesday mornings, 11:30 to 12, featuring talks on foods by C. Houston Goudis, authority on diet. The programs are broadcast under the joint sponsorship of Libby, McNeill and Libby, Chicago (food products); Battle Creek Food Co., Battle Creek, Mich. (breakfast foods); Cranberry Canners Assn., South Hanson, Mass., and Kraft-Phenix Cheese Co., Chicago. J. Walter Thompson Co., Chicago, is agency for the first two sponsors; Williams, Douglas, McAdams, New York, for the last two.

GRAYSON SHOPS Inc., Chicago (national chain of women's dress shops), is using three broadcast periods weekly over WJJD, Chicago, to advertise its seven stores in that city. Each Friday morning at 11 a style show is broadcast for a half-hour direct from a studio in Grayson's State Street store, the parade of models being described over the air by Eve Barrett, Chicago fashion stylist. On Mondays and Wednesdays the chain sponsors quarter-hour musical broadcasts.

KRE, Berkeley, Cal., has inaugurated a program that has a waiting list of retail advertisers. Called the *Albany All-Star Review*, the station has tied up with the Chamber of Commerce of Albany, a neighboring community, and puts on a half-hour program of records daily, interspersing the broadcast with spot announcements. Sponsors are limited to five and after the first broadcast, the station was besieged by merchants asking for time on the program.

AT LEAST 90% of the year the *Miss Goodnews* program on WFBL, Syracuse, N. Y., is sold to maximum participation. The fifth anniversary of the program will occur Nov. 5. The program consists of poetry, philosophy and transcriptions, interspersed with 200-word announcements and is directed to women, with Mrs. Jessica Brown as narrator.

WINS, New York, has started a series of interviews with well-known persons regarding their hobbies, under the auspices of the Bronx Union YMCA, with Miss Marion Cole as interviewer.

THE DISTINCTION of being the only station carrying news reports from three press associations — UP, INS and AP, the latter by local arrangement—is claimed by KQW, San Jose, Cal.

KLX, Oakland, Cal., has started a *Children's Hour*, heard five days weekly at 5 p. m. Mondays, Wednesdays and Fridays are "Humpty Dumpty Circus Day" with children from the entire bay region invited to participate in songs and features in keeping with the name. The "Children's Little Theater" is featured on Tuesdays and Thursdays, with the youngsters going dramatic. The reward for the best reformer is a spot on the station for a single important program. Ray Law is in charge.

WMT, Cedar Rapids, Ia., fed the broadcast of the Louis-Baer fight to two local theatres which had an amplifying system hooked into the circuit. Announcements also were made from the stages.

KNX, Hollywood, on Sept. 30 started a new daily news period at 3 p. m., making a total of seven quarter-hour news broadcasts daily, which include both UP and Transradio service.

Prosperity has again unfurled her banners on the farms of

NEBRASKA

Prices for wheat, cattle and hogs—bulwarks of Nebraska's farm wealth—have climbed up beyond 1930 levels!

Corn is higher than during any year since 1930!

In addition, Nebraska farmers are receiving nearly $40,000,000.00 a year as a result of the crop-restriction program.

Incomes are being speedily restored . . . buying is coming to resume its old-time volume!

Nebraska Should Be On Your SPOT RADIO SCHEDULES

At slight cost, you reach thousands of prosperous Nebraska folks. Have us help you with your plans. Ask for detailed information and rates for the entire state—or any section. Address the association office or any individual station.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW Omaha, Nebr.	KOIL Omaha, Nebr. and Co. Bluffs, Ia.	KFAB Omaha, Nebr. and Lincoln, Nebr.
KFOR Lincoln, Nebr.	WJAG Norfolk, Nebr.	KGBZ York, Nebr.
KMMJ Clay Center, Nebr	KGFW Kearney, Nebr.	KGNF North Platte, Nebr.

Radio Station WFLA-WSUN

STUDIOS TAMPA • • CLEARWATER • ST. PETERSBURG

SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY

620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

MANY USES FOR JUNIOR 'MIKE'

Ruggedness and Lack of Feedback Make It Ideal for P. A. —and Many Other Types of Remote Programs—

BURTON HOLMES, the premier traveloguest, was escorting his audience through Sunny Spain. One of the more expensive carbon microphones was used in the sound reinforcing system—the voice eminating from the speakers was loud and clear. But after the audience toured Sunny Spain for about half an hour — they started to tire— became restless. They squirmed in their seats. The speech was clear —but the constant mechanical sounding peaks of the microphone diaphragm tired them.

During intermission several complaints were made against the "mechanical contraption". A Public Address man substituted a velocity for the carbon. There were no peaks—the voice was natural—not mechanical. Like gravity—it was always working but you could not tell it was there. That is the way a system should sound.

This incident is typical of the new era in public address work. Microphones with studio quality—capable of perfect reproduction without mechanical peaks are now available to the P. A. man. The whole P. A. field is wide open for replacement. And those who would not accept "mechanical sounding" contraptions are in the market for a natural sounding system.

Reproducing without peaks, the velocity microphone supported with a good amplifier and speaker will give the effect of reality. Its elimination of feedback and unusual ruggedness makes it ideal for P. A. installation. Weather conditions, moisture, or altitude have no effect on it.

The new high level velocity with 2,000 ohm output impedance is capable of operating directly into the grid of a tube—meaning the elimination of the input transformer and all its inductive hum problems. It makes possible the building of compact, simple amplifiers. This microphone is sometimes called the high impedance velocity —but it must not be confused with high impedance microphones such as the crystal which are in the order of 500,000 ohms. The cable length of the high level velocity with its 2,000 ohm output can be any length up to 100' with very little loss in highs. For longer lines, low capacity R. F. cable should be used.

Requiring 4 db. less gain than a dynamic and 15 db. less than a low level velocity, makes the high level velocity ideal for remote broadcasting and recording. Not requiring an input transformer, the amplifier can easily be built in one compact unit and the hum level kept far below audibility.

The high level velocity has an unusual brilliancy of reproduction and perfect definition. A comparative test on the higher octaves of the piano will immediately demonstrate the difference.

RICHARD HIMBER — Orchestra leader using an Amperite junior velocity microphone for solo work. Attached to his vest, the new "mike" is handy as a portable and as this article points out, renders P. A. work more efficient.

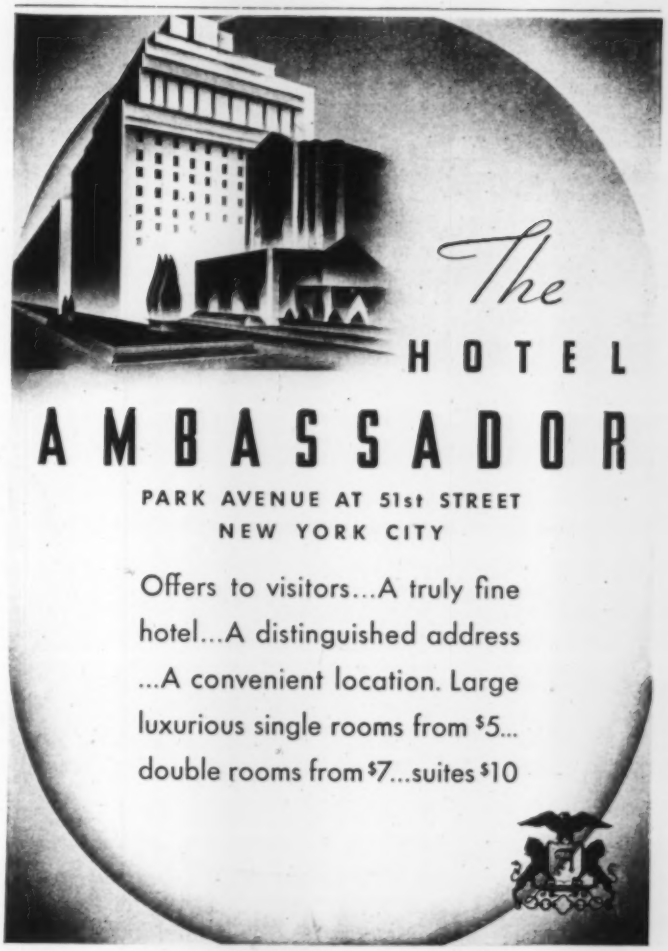
Only the size of a match box and hanging from the shoulders, the new junior velocity microphone also opens a great many fields. It has practically the same output as a large velocity. Gives equal output with the head in any direction and is always the correct distance from the speaker. Sport broadcasters can jump around as they please—the little microphone will always be right there. And walking after dinner speakers will find it mighty hard to walk away from the junior velocity.

It can be concealed inside the coat of a violin soloist—increasing the roundness and volume of the instruments—giving the effect of a "Strad". Many uses for this little microphone will suggest themselves.

William H. Bauer Sworn As Legal Head of FCC

WILLIAM H. BAUER, Washington attorney and formerly with the Department of Justice and naval legal staff, took oath of office Oct. 5 as head attorney in the FCC law department with a salary of $6500. A graduate of Georgetown University, he has been connected with Potomac Electric Power Co., Washington, Willys - Overland Co., and electrical equipment manufacturers. He has specialized in electrical patent matters, including radio.

In connection with the blanketing in of ten attorneys on the FCC staff on a permanent basis by Executive Order, Chairman Anning S. Prall of the FCC, explained that the FCC had recommended permanent status for them and that the Civil Service Commission and Director of the Budget had concurred. The ten are: Walter D. Humphrey, James A. Kennedy, George M. Harrington, Abe L. Stein, Basil P. Cooper, James L. McDowell, Annie Perry Neal, Robert M. Fenton, Frank U. Fletcher, Melvin H. Dalberg.


The
HOTEL
AMBASSADOR
PARK AVENUE AT 51st STREET
NEW YORK CITY
Offers to visitors...A truly fine hotel...A distinguished address ...A convenient location. Large luxurious single rooms from $5... double rooms from $7...suites $10

WFIL adelphia
Only Philadelphia outlet for N. B. C. Basic Blue Network
560 Kilocycles 1000 Watts

Not the Old Gag!

From time immemorial the "barker" has used the "Hurry —Hurry — Last-time-around" gag, with the result that it is always accepted with an, "Oh Yeah?"

For some time we have predicted big Fall and Winter business for WWVA and have urged time reservations. And just to prove that we were not pulling the old "barker gag", here's a list of brand new business starting with us in September and October. It is a strictly National spot list and does not include Columbia chain commercials, business on station before September 1, or new local accounts:

BUICK MOTOR CO.
COLGATE - PALM OLIVE-PEET
EX-LAX
WILLIAM GRUNOW CO.
GEORGIE PORGIE CEREAL
GLESSNER COMPANY
GUDE'S PEPTO-MANGAN
HAMLIN'S WIZARD OIL
HEALTH-O-QUALITY PRODUCTS
ITS COMPANY
LITTLE CROW MILLING CO.
LOYE DISTRIBUTING CO.
MARYLAND PHARMACEUTICAL CO.
McKENZIE MILLING CO.
MORTON SALT CO.
REID, MURDOCH & CO.
STUDEBAKER CORP.
SWARTCHILD & CO.
UNITED DRUG CO.

No, we're not sold out as yet, and will be pleased to schedule more business for advertisers who want real, responsive radio coverage in Eastern Ohio, Western Pennsylvania and Northern West Virginia.

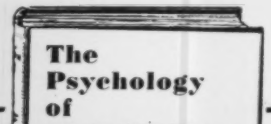
West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. Va.

Representatives
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

Do you know how to get more listeners to your programs and more buyers among the listeners?



Psychologists reveal radio success secrets

Why do some radio programs succeed while others that seem just as good, flop? What will people listen to, and how will they listen? Those are the questions you want answered. In this new book two noted psychologists, Hadley Cantril and Gordon Allport, working under the auspices of the Harvard Department of Psychology, give the answers, discovered as a result of thousands of practical experiments.

Experiments Upset Many Popular Ideas

Stop wasting time and money "barking up the wrong trees." *The Psychology of Radio* puts hundreds of *tested* ideas right at your fingertips. Do you want older listeners, younger ones, women, men? This book shows you how to reach them.

Free for 10 Days

Fill in the coupon below and send it now. Examine the book free for 10 days. If after looking it over carefully you think you can get along without it, send it back. No obligation.

The Book that Tells—

—whether funny or sad broadcasts get more fan mail—and why

—what gets over better in long sentences — in short sentences

—how studio applause and laughter helps

—what listeners over 30 want

—what ages twirl the dial at random

—how long a good commercial can be

—what gets the **undivided** attention

—the most popular type of children's program

—why old song favorites are the most popular thing on the air

—what kind of "gags" go over best

—how to turn a stage play into a radio play

—etc., etc.

Free Examination Coupon

Harper & Brothers,
49 East 33rd St., New York, N. Y.

Please send me for 10 days *free examination* a copy of THE PSYCHOLOGY OF RADIO ($3.00).

☐ I will remit $3.00 plus carriage charges in 10 days or return the book.

☐ I enclose $3.00, carriage prepaid.

Name .....

Address .....

Business Connection .....
B M (*Please Fill In*)

EQUIPMENT

COLLINS RADIO Co., Cedar Rapids, Ia., announces introduction of two new transmitters, 45A and 202A. The 45A model has a power output of 40 watts telephone and 125 watts telegraph, with a frequency range from 1500 to 30,000 kc. Noise level is 55 db below output level. Modulation capability is described as 100% with amplitude distortion 10% maximum at 90% modulation. The 202A model has a power output of 650 to 800 watts telegraph and telephone, with 500 w rating for commercial service. Frequency range is 1.5 to 15 mc., at reduced power 30 mc. Audio response is said to be uniform from 60 to 8000 cp's within plus or minus 2db, and distortion less than 8% at 95% modulation. Carrier noise is 50 db below average modulation level. The 202A, says the manufacturer, will appeal to amateurs though its most extensive applications will be for government communication work and short-wave broadcasting.

KHSL, Chico, Cal., has installed two five-ton wooden towers, designed by Harold Smithson, general manager, and fabricated by Diamond Match Co., whose engineers aided in preparing designs. Unable to get local contractors to erect the towers, Mr. Smithson undertook the job himself. After having reinforced concrete bases constructed, a crew of some 20 men, with 2 tractors and cables, erected the first tower in 20 minutes, after 12 hours of preparation, and the second tower in 15 minutes, after 2 hours preparation. The transmitter is an RCA ET-4250, said to be the first of this series.

A NEW 5 kw. Western Electric transmitter has been ordered by Robert T. Convey, president of KWK, St. Louis, with installation to be made at a new site. James Burke, chief engineer, is laying plans for the installation as well as for new equipment in the Hotel Chase studios.

WOAI, San Antonio, has made antenna and ground changes, under the direction of J. H. DeWitt Jr., of the technical staff, increasing signal strength and reducing overall distortion and harmonic content.

WDRC, Hartford, Conn., has begun installation of a 300-foot Truscon vertical radiator preparatory to raising its power to 5 kw.

RAY COLLINS, technical supervisor of WFAA, Dallas, is completing installation of high-fidelity RCA equipment and changing from high to low-level switching.

KOL, Seattle, is installing a new push-pull modulation system in its Western Electric transmitter. Also it is putting in a new mercury-vapor rectifier power supply and a new ground screen for the vertical antenna.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate 1,000 Watts
Western North Carolina's
Only Radio Station

Harvest Time!

Banner crops, selling at profitable prices, are making good business better in Western Carolina. Burley tobacco sales begin in a few weeks. Use of time now over WWNC means a banner

Harvest for Advertisers, too!

NEW STUDIO HABITS
"Eight-ball" Microphone Brings Changes in Technique

USE of the new "eight-ball" microphone promises to change a number of deeply ingrained studio habits, according to Western Electric Co., which introduced the non-directional microphone at the NAB convention in July. The microphone has no front or back, forbidding the old custom of giving instructions from the opposite side.

The "ash-tray", as it also is dubbed, was used by WOR, Newark, on the Oct. 1 opening of its radio playhouse in New York, for the United Cigar Store program. One performer is said to have asked a WOR technician how to sing into "that billiard ball". The answer was "sit, stand or lie down if you want to, it will pick you up all the same."

Technicians, according to Western Electric, are constantly warning artists not to flick ashes on the top screen or lay cigarettes on it, a habit that is expected to disappear when the "ash tray" comes into wider usage.

TYPE HC-10 B1 cathode-ray oscillograph of General Electric Co. is described as excellently suited for study of recurring waves from power frequencies to several million cycles per second. Wave images on the fluorescent screen are said to be of high brilliancy and can be studied visually or photographed. The model is easily moved and requires only 200 watts, operating on 100 volts 60 cycles. A GE FP-53 hot-cathode type tube is used. Another unit has a time-axis oscillator. With tube mounting, weight is 55 pounds, and with time-axis oscillator, 42 pounds.

A NEW master control desk and other new network switching facilities are being installed at NBC's Chicago headquarters as a part of the general expansion program, which includes the construction of three new studios, an organ chamber, two echo chambers, and additional office space. The new master control desk will occupy the entire northern side of the present main control room. The new interlocking control relay system is designed to insure maximum efficiency in routing programs from the Chicago headquarters to stations throughout the country.

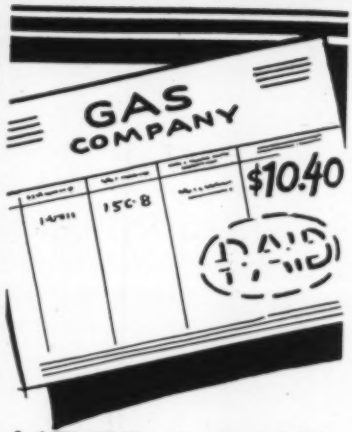
WOSU, Ohio State University station at Columbus, has just installed a portable short-wave unit for athletic events. It was designed by C. S. Bidlack, technical supervisor. Another short-wave apparatus in the development stage was stolen recently when a burglar cleaned out the laboratory. The burglar was caught later in the midst of a raid on the WOSU transmitter.

R. W. NICKLES, chief engineer of KFRU, Columbia, Mo., is designing and installing new high-fidelity equipment, including studio speech and transmitter modulation equipment. He is modifying the transmitter to eliminate hum, dispensing with rotating power equipment.

NEW Western Electric 61A and 63A amplifiers have been installed by WCSC, Charleston, S. C., by Douglas Bradham, chief engineer, and Allen Ducker, assistant.

KTSA, San Antonio, has installed an Ideco tower for its 5 kw. Western Electric transmitter, with greatly improved coverage reported.

KTSM, El Paso, has installed a high-fidelity RCA audition amplifier.



KEEP YOUR GAS BILLS DOWN

Your gas bills carefully placed under 24 copies of BROADCASTING will be kept firmly down — we offer this ingenious paperweight for only,

☐ $3.00 for ONE YEAR—

☐ $5.00 for TWO YEARS or for Two ONE-YEAR subscriptions.

☐ $10 for FIVE ONE-YEAR subscriptions.

Canadian and Foreign Subscriptions $4.00 per year.

Please enter my subscription to BROADCASTING, including the 1936 YEARBOOK Edition. Check is enclosed.

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City .....

State .....

Firm Name .....

Your Position .....

BROADCASTING
Broadcast Advertising

National Press Bldg.,
Washington, D. C.

STUDIO NOTES

WITH appointment of Murray Arnold as studio director, Donald Withycomb, manager of WFIL, Philadelphia, announces a change in program policy. When WFIL was formed from the old WFI and WLIT, early this year, Mr. Withycomb said, a policy featuring classical and semi-classical programs was announced. After an intensive trial, the conclusion was reached that Philadelphia audiences react more favorably to the lighter or "pop" programs. A drive to acquire local artists has been started.

KROW, Oakland, Cal., has leased the entire second floor at 464 19th Street, that city, and it will be remodeled for studios and executive offices, H. P. Drey, general manager, announced. Approximately 6000 square feet of space will be utilized. Mr. Drey stated that new studio equipment and technical apparatus is to be installed under supervision of Ted Binder, chief technician and C. E. (Bud) Downey, radio engineer. The new studios are expected to be in use by Jan. 1. KROW employs a staff of 26 persons in its Oakland studios and offices.

WFBL, Syracuse, has leased new offices in the Onondaga Hotel, occupying the entire eleventh floor and the mezzanine. Offices of the commercial department, a reception room, and the office of the president, Samuel H. Cook, will be in the new quarters.

KMTR, Hollywood, and the *Los Angeles Times* on Oct. 5 severed radio relations at the expiration of contract. Thus KMTR drops the *Times* news and feature programs. The newspaper will continue its KHJ arrangement of one news broadcast daily.

INFLUX of studio visitors has been so heavy at WCAE, Pittsburgh, that Ford Billings has issued an order that admission to the new studios will be by ticket only, with applicants required to write for tickets at least four days ahead of the date desired.

TO ASSOCIATE the connection between WIOD, Miami, and the *Miami Daily News*, the publisher is using at the top of each page the words "Tune in on WIOD". The station was purchased by the *News* about nine months ago.

New WLW-WSAI Studios

AUXILIARY studios are being built in Union Central Annex, Cincinnati, for WLW and WSAI, according to Powel Crosley Jr., president of Crosley Radio Corp. They will supplement the studios at the main Arlington St. plant. Part of the staff will be located at the downtown studios, with the old studios being continued as before. A tendency toward 15-minute programs, necessitating more rehearsals and studio facilities, is responsible.

WNEW Beacon Smashed

A SECTION of the 300-pound red glass beacon atop the 424-foot tower of WNEW, Newark, located at Carlstadt, N. J., was smashed by what the station believes was a wrench tossed accidentally from a passing plane. Search of the ground around the antenna base showed large pieces of broken red glass and an aviator's spanner wrench. The odd sight of the beacon shining partly red and partly white attracts thousands of curious motorists.

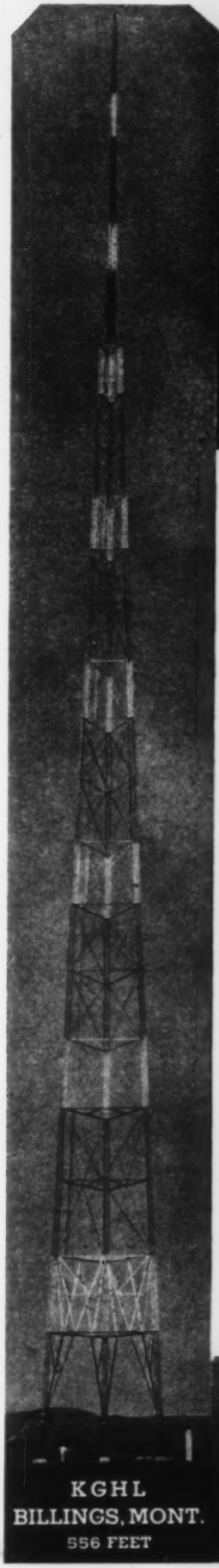
FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents
Federal Telegraph Co.
Tube F-357A
Half Wave Rectifier
(Interchangeable with U. V. 857 and W. E. 264A)

●F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.



SELF-SUPPORTING
At Any Height
•
With Greater Coverage At No Increase In Power Input

TRUSCON
SELF-SUPPORTING
VERTICAL RADIATORS

are correctly designed
are soundly engineered

Towering upward to practically any required height, Truscon Vertical Radiators are setting new altitude records for self-supporting radio antennae.

It is now possible for radio stations to obtain a stronger, clearer signal, with almost no night fading and an enlarged primary service area with no increase in their power input. Through these advantages radio stations can offer greater commercial opportunities for their advertisers and more enjoyable programs for their listeners-in.

Truscon offers its fullest cooperation to station engineers and radio consultants. Write today for full and complete information.

TRUSCON SETS THE STANDARD

TRUSCON
STEEL COMPANY
YOUNGSTOWN, OHIO

Little r

man, which one?

This little man is a giant. He signs his checks John Q. Public. You see, he buys things. Buys them in great quantities—cigarettes, collars, toothpaste, breakfast foods—just about everything you've got to sell.

Though he doesn't carry a portable set in his vest pocket, he's as responsive to broadcasting as an airplane steered by remote radio control from a signal tower a thousand miles away. Through the power of radio any manufacturer, sitting in his office, can persuade Mr. Public, whom he's never seen, purchasing in a store he's never heard of, to select HIS shaving brush, HIS brand of cigarette, HIS automobile, or HIS fountain pen in preference to a competitor's. Radio advertising has proven so potent a control of the buying habits of the nation that, through good times and bad, radio advertising appropriations have steadily risen.

Today U. S. advertisers are spending more than five times as much for broadcast advertising as they did six years ago.

Which network should you choose?

Why not be guided by the judgment of other leading radio advertisers?

Nearly twice as many of the 100 largest advertisers use CBS facilities exclusively as any other network.

Columbia is the largest radio network in the world, offering 50% more stations than any other radio chain.

THE COLUMBIA BROADCASTING SYSTEM

485 MADISON AVENUE, NEW YORK CITY · 410 NORTH MICHIGAN AVENUE, CHICAGO

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

SEPTEMBER 29 TO OCTOBER 11, INCLUSIVE

Decisions . . .

OCTOBER 1

KMLB, Monroe, La.—Granted CP change equip.

WOOD, Grand Rapids, Mich. — Granted auth. install auto. freq. control.

WXYZ, Detroit—Same.

WFBC, Greenville, S. C.—Granted modif. CP trans. site, extend completion.

WJAS, Pittsburgh—Granted modif. CP extend completion.

WHN, New York—Granted renewal regular period.

WROL Knoxville, Tenn. — Granted license CP change equip., increase to 250 w D.

WJAY, Cleveland — Granted CP new equip., move studio to Terminal Tower, move trans. locally.

KINY, Juneau, Alaska—Granted modif. license to change name to Edwin A. Kraft.

KSO, Des Moines—Granted modif. CP trans. site north of Des Moines, extend completion.

KQV, Pittsburgh — Granted modif. CP extend completion.

WTAQ, Green Bay, Wis.—Granted consent vol. assignment CP to WHBY Inc.

WNYC, New York—Granted CP move transmitter Greenpoint Ave., Brooklyn, change antenna.

NEW, Brown Radio Service & Lab., Rochester, N. Y.—CP amended, removed from hearing docket and granted, 1210 kc 100 w D.

SPECIAL AUTHORIZATIONS—KFIZ, Fond du Lac, Wis., granted temp. auth. change hours; KGKB, Tyler, Tex., granted temp. auth. change hours; WJAY, Cleveland, granted temp. auth. operate portable 610 kc in October; WJEJ, Hagerstown, Md., granted extension temp. auth. 50 w LS to 11 p. m. four days weekly in October; WHDF, Calumet, Mich., granted temp. auth. operate added hours; KFKA, Greeley, Col., granted temp. auth. temporary antenna; WDEV, Waterbury, Vt., granted temp. auth. to Mrs. Mary M. Whitehill to operate station to 11-6-35 pending receipt and action on invol. assignment license; KGBX, Springfield, Mo., granted extension temp. auth. operate without approved freq. monitor.

SET FOR HEARING — NEW, Eagle Rock Brdcstg. Co., Eagle Rock, Cal., CP in docket amended to 600 kc 250 w D; NEW, James R. Doss Jr., Tuscaloosa, Ala., CP in docket amended re equip., increase from 500 w to 1 kw, change antenna; WBAA, W. Lafayette, Ind., modif. license in docket amended re hours; WBHS, Huntsville, Ala., CP in docket amended to D only; WBEN, Buffalo, applic. CP change equip., increase from 1 to 5 kw N & D, to be heard by Division en banc.

MISCELLANEOUS—WCOP, Boston, denied temp. auth. spec. hours; KOOS, Marshfield, Ore., denied temp. auth. spec. hours; NEW, W. A. Patterson, Chattanooga, Tenn., granted auth. take depositions re applic. 1420 kc 100 w; WJAR, Providence, denied reconsideration action setting applic. for hearing, to increase to 1 kw directional; KSFG, Los Angeles, applic. renewal reconsidered and granted.

ACTION ON EXAMINERS' REPORTS —KPJM, Prescott, Ariz., denied as in default applic. renewal 1500 kc 100 w unltd., sustaining Examiner Seward, effective 11-26-35; KTFI, Twin Falls, Id., remanded to docket for further hearing; NEW, Hauser Radio Co., Ventura, Cal., dismissed with prejudice, applic. CP 1310 kc 100 w unltd., sustaining Examiner Seward; WGES, Chicago, granted applic. renewal license 1360 kc 500 w N 1 kw LS Sundays 3/7 time, sustaining Examiner Hyde; NEW, Oklahoma Press Pub. Co., Muskogee, Okla., granted oral argument 12-4-35, also granted request for oral argument to Pittsburgh Pub. Co.; WMBC, Detroit, granted oral argument 11-1-35 on applic. CP change from 1420 to 1300 kc, from 100 w 250 w LS to 500 w and WHBL, Sheboygan, Wis., granted oral argument applic. modif. license from 1410 to 1300 kc, from 500 to 250 w unltd.; NEW, Brackett, Breed & Laport, d/b Conn. Valley Brdcstg. Co., Springfield, Mass., granted oral argument 11-21-35 on applic. CP 1140 kc 500 w ltd.; NEW, Charles C. Theis, Wichita, Kan., granted oral argument applic. CP 1210 kc 100 w unltd.; NEW, Hartford Brdcstg. Co. Inc., Hartford, Conn., granted oral argument 12-4-35 applic. 1200 kc 100 w unltd.; NEW, Worcester Brdcstg. Co. Inc., Worcester, Mass., same; NEW, Hartford Times Inc., Hartford, Conn., same.

RATIFICATIONS:

WIP, Philadelphia — Granted extension exp. auth. added 500 w to 4-1-36 (9-26).

NEW, Head of the Lakes Brdcstg. Co., Virginia, Minn. — Granted request to advance date for oral argument to 10-10-35 (9-27).

WBAL, Baltimore—Granted modif. temp. auth. resume synchronization with WJZ 9 p. m. Sundays to 2-1-36 (9-28).

KGBX, Springfield, Mo.—Granted modif. temp. auth. 1230 kc 500 w unltd. directional N to 12-1-35 (9-28).

Ruling in Brooklyn Case:

Upon consideration of the applications, the record in this case, Examiner's reports 539 and I-40, the exceptions filed thereto, and the oral argument had, the Broadcast Division this day found that public interest, convenience and necessity would be served by granting the following applications in the manner indicated:

WBBC, Brooklyn — Applic. modif. license asking facilities WARD and WVFW granted in part to authorize operation of WBBC on 1400 kc, sharing equally with Daily Eagle Brdcstg. Co. Inc.; application for renewal of license granted; application renewal auxiliary trans. license granted.

NEW, Brooklyn Daily Eagle Brdcstg. Co. Inc., Brooklyn—Applic. CP 1400 kc 500 w unltd., asking facilities of WARD, WBBC, WVFW and WLTH granted in part to authorize operation of new station on 1400 kc 500 w sharing equally with WBBC.

WHAZ, Troy, N. Y.—Granted renewal.

WFAB, New York—Granted renewal.

WBBR, Brooklyn—Granted renewal.

Upon consideration of the applications, the record in this case, Examiner's reports 539 and I-40, the exceptions filed thereto, and the oral argument had, the Broadcast Division found that public interest, convenience and necessity would not be served by granting the applications in the following cases:

WARD, Brooklyn — Denied CP change equip. 1400 kc 500 w dividing with WFOX, WLTH and WBBC; denied modif. license to unltd., asking facilities WFOX, WLTH and WBBC; denied renewal license 1400 kc 500 w sharing with WFOX, WLTH and WBBC.

WLTH, Brooklyn — Denied renewal license 1400 kc 500 w, sharing with WARD, WFOX and WBBC; denied applic. vol. assignment license to Broadcasters of Brooklyn Inc.

WVFW, Brooklyn—Denied applic. modif. license to unltd., asking facilities WARD, WLTH and WBBC; denied renewal; denied applic. vol. assignment license to Broadcasters of Brooklyn Inc.

NEW, Arde Bulova & Norman K. Winston, Brooklyn—Denied applic. CP 1400 kc 500 w unltd., asking facilities of WARD, WBBC, WLTH and WVFW.

WEVD, New York — Denied modif. license from sharing with WBBR, WFAB and WHAZ to unltd. 1300 kc 1 kw.

The order is effective at 3 a. m. (EST) 11-15-35. The Commission will issue and publish at a subsequent date an opinion setting forth a statement of facts appearing of record and the grounds for the decision herein reached.

OCTOBER 8

WIBA, Madison, Wis. — Granted CP change equip., install new antenna, increase to 1 kw N 5 kw D.

WDZ, Tuscola, Ill.—Granted modif. CP approving antenna & transmitter sites near Tuscola, extend completion.

WJW, Akron—Granted license CP new equip., increase to 250 w D 100 w N 1210 kc.

KIUN, Pecos, Tex.—Granted license for CP 1420 kc 100 w unltd.

WLBF, Kansas City — Granted license for CP 1420 kc 100 w unltd.

WKAQ, San Juan, P. R.—Granted CP move transmitter locally, change antenna.

WNBZ, Saranac Lake, N. Y.—Granted license for CP change equip., increase to 100 w D 1290 kc.

KALB, Alexandria, La.—Granted license for CP 1420 kc 100 w D.

KELD, El Dorado, Ark.—Granted license for CP 1370 kc 100 w unltd.

WTAW, College Station, Tex.—Granted modif. license re hours.

WCBA, Allentown, Pa.—Granted modif. license from 250 to 500 w for auxiliary transmitter; WSAN, Allentown, granted modif. license aux. transmitter from 250 to 500 w.

WEED, Rocky Mount, N. C.—Granted modif. license change studio to Nashville Highway and Stoney Creek Road.

KCRC, Enid, Okla.—Granted renewal license 1370 kc 100 w N 250 w D, S-KGFG.

SPECIAL AUTHORIZATIONS—WCOL, Columbus, O., granted temp. auth. operate without approved freq. monitor to 10-17-35; KYW, Philadelphia, granted temp. auth. operate without plate ammeters for 15 days; WMFN, Clarksdale, Miss., granted temp. auth. remain silent to 11-1-35 to improve equipment; WFBG, Altoona, Pa., granted temp. auth. operate without approved freq. monitor 10 days; WFIL, Philadelphia, granted extension exp. auth. 560 kc 1 kw N in November.

SET FOR HEARING — WOWO, Fort Wayne, Ind., applic. CP new equip., increase from 10 to 25 kw N 10 kw D; KHSL, Chico, Cal., applic. modif. license from 950 to 630 kc, power from 250 w D to 250 w D & N, from D to unltd.; KOOS, Marshfield, Ore., applic. modif. license from 250 w D to 250 w N, from D to unltd.; KFOX, Long Beach, Cal., applic. CP new equip., increase from 1 to 3 kw; KMPC, Beverly Hills, Cal., exp. auth. 710 kc 500 w unltd. (to be heard by Broadcast Division); WJBC, Bloomington, Ill., applic. CP change equip., increase from 100 to 250 w D, install new antenna; NEW, Continental Radio Co., Columbus, O., applic. CP 1310 kc 100 w unltd.; WCBS, Springfield, Ill., applic. modif. license from SH to unltd.; NEW, Golden Empire Brdcstg. Co., Redding, Cal., CP amended to 1200 kc 100 w unltd.

MISCELLANEOUS — WMFO, Decatur, Ala., denied spec. auth. operate LS to 6 p. m. Sundays in Oct.; Mutual Broadcasting System Inc., New York, granted extension temp. auth. furnish programs by wire to CKLW, Windsor, to 11-1-35; NEW, Golden Empire Brdcstg. System, Redding, Cal., denied reconsideration and grant without hearing applic. CP 1200 kc 100 w unltd.; WTMJ, Milwaukee, denied reconsideration and grant of renewal, applic. for renewal to be heard 10-14-35; WLEU, Erie, Pa., reconsidered and granted license on temporary basis for CP set for hearing 6-4-35.

ACTION ON EXAMINER'S REPORT—NEW, Joplin Brdcstg. Co., Joplin, Mo., dismissed without prejudice applic. exp. auth., sustaining Examiner Walker.

ACTION ON EXAMINER'S REPORT TAKEN 10-1-35 — WRJN, Racine, Wis., granted CP new equip., increase from 100 to 250 w D 1370 kc 100 w N unltd., sustaining Examiner Seward.

APPLICATIONS DISMISSED (request of applicants)—NEW, Luther E. Gibson, d/b Times-Herald Pub. Co., Vallejo, Cal., CP 850 kc 250 w D; KQV, Pittsburgh, modif. license 890 kc 500 w unltd.; NEW, Dean R. Richardson, Watertown, N. Y., CP 1340 kc 250 w unltd.

APPLICATION DENIED—NEW, Chanute Brdcstg. Co., R. B. Smith, R. E. Highley, O. M. Brobst, partners, Chanute, Kan., CP 100 w D, heretofore set for hearing, denied as in default.

RATIFICATIONS:

WPFB, Hattiesburg, Mo. — Granted CP move transmitter locally, change antenna, increase from spec. to unltd. 1370 kc 100 w (10-4).

KMBC, Kansas City—Granted extension program test 30 days (9-30).

WIOD, Miami, Fla.—Denied auth. dispense with announcing transcriptions and records.

Examiners' Reports . . .

WILL, Urbana, Ill. — Examiner Seward recommended (I-111) that Commission affirm its grant of applic. for modif. license (granted 3-12-35) from 890 to 580 kc, from 250 w 1 kw LS to 1 kw LS, from S-KUSD, KFNF, to D.

WSYR-WSYU, Syracuse, N. Y.—Examiner Walker recommended (I-112) that applic. CP change from 250 w to 1 kw be denied.

WMBH, Joplin, Mo.—Examiner Walker recommended (I-113) that applic. exp. auth. be dismissed without prejudice.

NEW, A. Tornex, d/b Metro Broadcasting Co., Los Angeles—Examiner Seward recommended (I-114) that applic. CP 820 kc 250 w ltd. be denied.

WSAR, Fall River, Mass. — Examiner Dalberg recommended (correction of Ex. Rep. I-106) that applic. CP increase to 1 kw unltd., 1450 kc be granted.

WKJC, Lancaster, Pa.— Examiner Hill recommended (I-115) that applic. vol. assignment of license to Associated Broadcasters Inc. be granted; that applic. of latter for CP be granted; that applic. latter for transfer of control of corp. by transferring 70% of capital stock to Mason-Dixon Radio Group Inc. be granted.

NEW, Knox Brdcstg. Co. Inc., Schenectady, N. Y. — Examiner Seward recommended (I-116) that applic. CP 1240 kc 1 kw unltd. be granted.

WLS MOBILE UNIT—This short-wave portable equipment, just completed by WLS, Chicago, consists of a 100 watt portable transmitter, a 30 watt mobile set and two pack transmitters, as well as public address system and field strength measuring equipment. Camera and sound recording apparatus are to be added. A roof hatch permits the announcer to stand upright in the truck, designed by Tom Rowe, chief engineer.

Applications . . .

SEPTEMBER 27

WHDL, Olean, N. Y.—CP new equip., change from 1420 to 1260 kc, 100 to 250 w, move transmitter to Allegany, N. Y.; auth. transfer control to Olean Time-Herald Corp.

NEW, Times Dispatch Pub. Co. Inc., Richmond, Va.—CP 1500 kc 100 w unltd., amended re antenna.

KALB, Alexandria, La.—License for CP 1420 kc 100 w D.

KCRC, Enid, Okla. — License for CP change equip.

KNET, Palestine, Tex.—Modif. CP re antenna, move studio to O'Neill Hotel, transmitter to same site.

WMAZ, Macon, Ga.—CP change equip.

WTMV, East St. Louis, Ill.—CP new equip., increase from 100 w to 100 w 250 w LS.

KPOF, Denver — License for CP new transmitter, change equip.

NEW, Christina M. Jacobson, d/b Valley Electric Co., San Luis Obispo, Cal.—CP 1090 kc, 250 w D, amended re antenna.

NEW, F. W. Atkinson, Watsonville, Cal.—CP 1310 kc 250 w D.

NEW, John A. Stump, Fairbanks, Alaska—CP 1210 kc 50 w spec., amended from 50 w to 100 w 250 w LS unltd., change equip., studio at First & Clay Sts., Fairbanks.

SEPTEMBER 28

WPRO, Providence, R. I.—CP new equip., increase from 250 w to 500 w 1 kw LS.

WMFO, Decatur, Ala. — Modif. license from D to unltd. 100 w.

NEW, C. W. Snider, Wichita Falls, Tex. —CP 1500 kc 100 w unltd., amended to D.

NEW, A. Staneart Graham, E. V. Baxter, Norman Baxter, d/b Pittsburg Brdcstg. Co., Pittsburg, Kan.—CP 1500 kc 100 w unltd., amended to 790 kc 1 kw D. change equip.

NEW, Bismarck Tribune Co., Bismarck, N. D.—CP new station 550 kc 1 kw 5 kw LS unltd., asks facilities of KFYR, studio at Bismarck, transmitter at Apple Creek twp.

NEW, Mason City Globe Gazette Co., Mason City, Ia.—CP 1210 kc 100 w unltd.

NEW, Fresno Brdcstg. Co., Fresno, Cal. —CP 1410 kc 500 w 1 kw LS unltd.

OCTOBER 2

WNYC, New York—CP new equip., increase from 1 to 5 kw to LS, 1 kw to LS at Minneapolis, move trans. to New Springville Park, amended re antenna and omit request for 5 kw and move trans. to Greenpoint Ave. & East River, Brooklyn.

WHAT, Philadelphia — Modif. license from S-WTEL to 2/3 time if and when WTEL vacates 1310 kc.

WCAE, Pittsburgh—Auth. transfer control to Pitt Pub. Co.

WJR, Detroit—License for CP change equip., increase to 50 kw.; auth. determine operating power by antenna measurement.

NEW, Saginaw Brdcstg. Co., Saginaw, Mich.—CP 1200 kc 100 w 250 w D spec.

NEW, Times Pub. Co., Wichita Falls, Tex.—CP 100 w unltd., amended to 1420 kc.

NEW, Valdosta Brdcstg. Co., Valdosta, Ga.—CP 1500 kc 100 w D, amended to unltd.

NEW, J. W. Birdwell, Johnson City, Tenn.—CP 1200 kc 100 w unltd., amended to 1370 kc, trans. site to be determined, directional antenna.

OCTOBER 4

WJBL, Decatur, Ill.—Modif. license from S-WJBC to unltd., 1200 to 1370 kc.

WROK, Rockford, Ill.—Auth. transfer control to Rockford Consolidated Newspapers Inc.

KLPM, Minot, N. D.—Vol. assignment license to Northwest Radio Service Inc., lessee.

WHFC, Cicero, Ill.—CP new equip., increase from 100 to 250 w, amended re antenna & equip.

NEW, C. E. Wilkinson, Mason City, Ia. —CP 1370 kc 100 w unspecified hours, amended to unltd., change equip., change transmitter site to business district, Mason City.

KMMJ, Clay Center, Neb.—CP change equip., increase from 1 to 2½ kw, amended re antenna.

NEW, St. Cloud Brdcstg. Co., Emmons L. Abeles, Sec., St. Cloud, Minn.—CP 1200 kc 100 w unltd.

NEW, Midway Broadcast Co., Emmons L. Abeles, Sec., Eau Claire, Wis.—CP 1310 kc 100 w unltd.

KDON, Del Monte, Cal.—Vol. assignment CP to Monterey Peninsula Brdcstg. Co.

NEW, F. E. Long Piano Co., (R. R. Long, E. A. Van Vechten, P. G. Green) San Luis Obispo, Cal.—CP 1200 kc 100 w unltd.

APPLICATIONS RETURNED — KSAC, Manhattan, Kan., modif. license from 500 w 1 kw D to 1 kw D & N.

OCTOBER 5

WRAW, Reading, Pa.—CP new equip., move transmitter locally.

KFPM, Greenville, Tex.—CP change equip., increase from 15 to 50 w, change hours from spec. to unltd., change call to KVOG, amended to D.

APPLICATIONS RETURNED—WPFB, Hattiesburg, Miss., modif. license to unltd.; WCFL, Chicago, vol. assignment CP to WCFL Cooperative Brdcstg. System Inc.; KWTN, Watertown, S. D., CP change equip.

OCTOBER 7

WELI, New Haven—License for CP as modif. new station.

WHOM, Jersey City—License for CP change equip., move transmitter.

WMBR, Jacksonville, Fla.—Modif. CP change equip., increase from 100 to 250 w D. asking move of transmitter site locally, extend completion.

KROC, Rochester, Minn.—License for CP as modif. new station.

WCAZ, Carthage, Ill. — Modif. license from spec. D to unltd. D.

NEW, Cache Valley Brdcstg. Co., Logan, Utah—CP 1370 kc 100 w unltd.

KVL, Seattle—CP change equip., change from 1370 to 1070 kc, from 100 to 250 w, from S-KRKO to D, amended re antenna.

APPLICATIONS RETURNED — NEW, Northern Enterprises Inc., Watertown, N. Y., CP 1420 kc 100 w unltd.; NEW, Emilio Defillo Ramirez, Mayaguez, Puerto Rico, CP 1370 kc 100 w N 250 w D ltd., amended re trans. site & studio; NEW, Herman Radner, Lansing, Mich., CP 1210 kc 100 w 250 w D unltd.; NEW, Magnolia Brdcstg. Co., W. H. Davis & Dixon Pyles, Jackson, Miss., CP 1420 kc 100 w unltd., amended re equip., move transmitter & studio locally; NEW, John B. Overhultz, Quincy, Fla., CP 1500 kc 100 w unltd.

OCTOBER 8

WMAQ, Chicago — License to use old main transmitter for auxiliary purposes.

KSCJ, Sioux City, Ia. — CP change equip., amended re equip., move transmitter locally, increase from Simul. D-WTAQ spec. N to unltd, from 1 kw 2½ kw D to 1 kw N 5 kw D; CP install aux. equip. 50 w, amended to 250 w.

KGGM, Albuquerque, N. M.—CP new equip., increase from 250 w N 500 w D to 1 kw D & N.

KGDM, Stockton, Cal.—Modif. CP move transmitter, increase power, asking extension completion date.

KHBC, Hilo, Hawaii — Modif. CP as modif. new station from 1420 to 1400 kc, 100 to 250 w, new equip., extend completion.

NEW, Alex F. Suss, Marysville, Cal.— CP 1210 kc 100 w unltd.

APPLICATIONS RETURNED—WCOA, Pensacola, Fla., modif. license from 500 w to 1 kw; NEW, Douglas G. Boozer & Jack Richards, Brunswick, Ga., CP 1420 kc 100 w D amended re signature; NEW, CP 1310 kc 100 w N 250 w D unltd.; NEW, Dr. George W. Young, Minneapolis, CP 1370 kc 100 w unltd.; KOA, Denver, license to use auxiliary antenna with main transmitter.

OCTOBER 9

NEW, Northern Commercial Co., Fairbanks, Ala.—CP 550 kc 250 w unltd.

NEW, Watertown Brdcstg. Corp., Watertown, N. Y.—CP 1270 kc 250 w D.

WTAL, Tallahassee, Fla. — License for CP as modif. new station.

NEW, Ruth W. Adcock, S. E. Adcock, d/b General Broadcasters, Johnson City, Tenn.—CP 600 kc 250 w D.

KFPL, Dublin, Tex.—Modif. CP change equip., increase power, change transmitter site, requesting extension completion date.

NEW, C. G. Hill, Geo. D. Walker, Susan H. Walker, Winston Salem, N. C. — CP 1250 kc 250 w D.

WPAR, Parkersburg, W. Va.—CP change equip., increase from 100 to 250 w D.

NEW, Northern Iowa Brdcstg. Co. Inc., Mason City, Ia.—CP 1420 kc 100 w N 250 w D unltd., amended to decrease D power to 100 w.

KUJ, Walla Walla, Wash.—CP change from 1370 to 1450 kc, 100 w to 1 kw, new equip., move transmitter locally, amended to 1250 kc.

NEW, Union-Tribune Pub. Co., San Diego—CP 1420 kc 100 w N 250 w D unltd.

KLZ, Denver—Modif. CP as modif. re transmitter site, extend completion, amended re transmitter site.

Globe-Girdling Program On 300 Stations Oct. 27 To Include 31 Countries

RADIO's biggest network in history, probably to encompass some 300 stations the world-over, will take the air Oct. 27 in an international exchange tentatively arranged to include 31 countries. In this country, both NBC and CBS will participate, with the international arrangements handled by the International Broadcasting Union, Geneva, European broadcasting organization.

The program, titled *Youth Sings Across Borders*, will present choral groups from each country singing typically native songs. American listeners will hear choral groups singing from 20 European countries—Australia, Argentina, Brazil, Hawaii, Paraguay, Uruguay, Japan, Siam, Netherlands East Indies and the United States around the noon hour on Oct. 27. NBC and CBS, under the tentative arrangements, will alternate in the relays to the American audience. The globe-girdling program will be switched from country to country with cues in the spoken language of the originating nation, and then will be repeated in French.

BRITAIN PREVENTS RELAY FROM ITALY

BROADCASTING figured in the first invoking of sanctions against Italy Oct. 11, when an interview arranged for relay to the United States between Baron Aloisi, Italy's envoy to the League of Nations, and Edgar Ansel Mowrer, American newspaperman, was shut off by the British government. According to press dispatches from Geneva, the British Postoffice Department refused to relay the interview through the BBC facilities to the United States, where it was scheduled for broadcast over CBS.

Baron Aloisi, according to the Associated Press report, was waiting at the microphone in Geneva to present Italy's case to America when a telephone message came through from London. The word was that the Postoffice, which controls British communications, had refused to relay the remarks of the Baron or any other Italian spokesman to America, in line with the sanctions ordered by the League of Nations.

At CBS it was declared Oct. 11 that first information on the Aloisi incident came from RCA which informed it that the British shortwave relay station, which was to have retransmitted the talk, could not be picked up. RCA could only say, it was added, that the talk was not presented "due to circumstances beyond our control at the other end". On Wednesday, Oct. 9, the Ethiopian side of the question was relayed to this country without serious interference.

Mr. E. H. Rietzke, President of CREI and originator of the first thorough course in Practical Radio Engineering.

Where Will You Be In 1945?

. . . ask your boss . . . or better yet, ask yourself! You fellows in the broadcasting field have witnessed a great increase in business. The next move will be better equipment and BETTER MEN.

If You Are Looking *Ahead* . . . You Should Look *Into* the Value of Technical Training.

One-third of all the radio stations in the country employ one or more CREI Students and Graduates. These men want the bigger jobs that you want and we're betting on the men who study.

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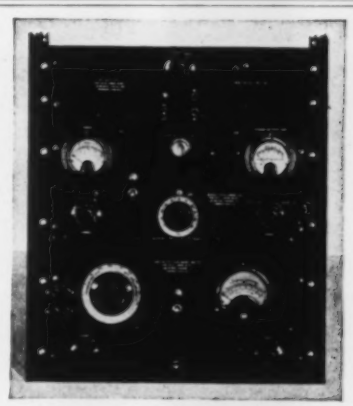

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. . . Improve Fidelity

The elimination of distortion in the broadcast transmitter allows an increase in percentage modulation which increases the effective range of the station. To maintain the transmitter at its optimum efficiency, both the distortion and modulation levels must be measured regularly, and at frequency intervals.

With the *General Radio Type 730-A Transmission Monitor*, the operating staff can make a complete run of the station for modulation, distortion, noise and hum in less than ten minutes.

The flashing modulation-indicator lamp immediately warns the operating staff if the modulation percentage exceeds any predetermined level. Measurements on any of the elements of the entire station may be made to run down sources of noise, distortion or hum.

The General Radio Type 730-A Monitor is reasonably priced, accurate, easily installed and simple to operate.

Price, complete and ready to operate: $462.00 (U. S. and Canada)

For Complete Details Write for Bulletin M-B

GENERAL RADIO COMPANY

30 State Street **Cambridge, Mass.**

NAB and RMA to Devise Plans for Radio Award

A PRELIMINARY meeting of the committees representing the NAB and the Radio Manufacturers Association, named to devise plans for creation of radio awards paralleling those of the Pulitzer Foundation in the journalism field, will be held in New York Oct. 16. Arrangements were made for the meeting Oct. 10 by Bond Geddes, executive vice president of RMA, and Lambdin Kay, WSB, Atlanta, chairman of the NAB committee.

Simultaneously it was announced that James M. Skinner, president of Philco, had been named the sixth member of the RMA committee, of which Powel Crosley, Jr., head of WLW and Crosley Radio Corp., is chairman. The NAB committee, in addition to Mr. Kay, comprises M. H. Aylesworth, NBC president; William S. Paley, CBS president; Leo J. Fitzpatrick, WJR, NAB president and Burridge D. Butler, president of WLS and publisher of *The Prairie Farmer*.

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The Other Fellow's Viewpoint . . .

Grateful Priest

To the Editor of BROADCASTING:

This is an unsolicited letter. I am not in the radio game but I have a piece of news that ought to interest anyone who is radio-minded.

I am a Catholic priest. Some time ago I started work as a stranger in a large parish in Pittsburgh. It was my intention to put on a Street Fair to benefit the parish. Armed with a letter of introduction from my good friend, William Pote, production manager of Station WMEX, in Boston, I found myself no longer a stranger in Pittsburgh.

The sum and substance of this letter is that through the generous cooperation of several people from several Pittsburgh radio stations the Fair was a complete success. I wish to express my hearty thanks to Mr. Pote, Louis L. Kaufman, former "Globe Trotter" of WCAE, to Harry Woodman, general manager of KDKA, to Miss Dorothy Cupps, the Galishano Sisters and Bobby Tayman and his orchestra.

(REV.) PAUL W. MEINECKE, O.F.M.
St. Frances Seraphic Seminary,
Lowell, Mass.

Hotel Boosts Business

USING spot radio along with other media, Hotel Webster Hall, Detroit, increased its volume of business 87%, the hotel has just announced. The advertising appropriation has just been increased 700%. The board of trustees states that "the average amount of advertising and promotion that a hotel should incur, according to accounting authorities, should be approximately 5% of sales. During the years of our greatest loss, the advertising and promotion expenditures amounted to only 1%. At present we are spending 8%." Roland G. Spedden, Detroit, is the hotel's advertising counsel.

HARRY ENGMAN CHARLOT, creater of "The Shadow", radio character, died Oct. 3 in New York. He also wrote material for the *True Detective* radio series.

THE FCC Broadcast Division on Oct. 8 authorized WIBA, Madison, Wis., to increase its daytime power to 5,000 watts, with 1,000 nights.

Columbus Suggested

To the Editor of BROADCASTING:

While the convention is still fresh in mind I want to bring a thought to your attention. I agree with Steve Cisler that the NAB should meet periodically in Washington. Before this is practical, we should first solidify our membership by meeting in some central location that is conveniently accessible to the great majority of radio stations.

You will recall that many small stations did not attend the convention because they could not afford it. It would therefore seem that next year's convention should be placed with the thought in mind of making it as accessible and economical as possible.

All the radio stations in Central Ohio are unanimous in their invitation to have the next convention in Columbus and they will do everything possible to make it an outstanding success. We realize that NAB conventions have been held in both Cincinnati and Cleveland and that it would hardly be appropriate to consider either of those places at this time. However, we do feel that our central location in the middle of Ohio would best serve the "public interest, convenience and necessity" of the great majority of broadcasters.

FRED A. PALMER, Manager,
WBNS Inc., Columbus.

College Stations Elect

HAROLD B. McCARTY, director of WHA, University of Wisconsin station at Madison, has been elected president of the National Association of Educational Broadcasters, succeeding W. I. Griffith, director of WOI of Iowa State College. Dr. B. B. Brackett, director of KUSD, University of South Dakota, was reelected treasurer at the association's recent meeting in Iowa City. Harold A. Engel, promotion manager of WHA, was elected executive secretary, succeeding T. M. Beaird, of WNAD, University of Oklahoma.

WHBB are the call letters assigned by the FCC for the newly authorized local station in Selma, Ala., to be operated by Dr. William J. Reynolds and William J. Reynolds Jr.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

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66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.

Help Wanted

Salesman for local station now installing vertical radiator. Only A-1 salesman needed. References requested. Salary and commission. KBTM, Jonesboro, Ark.

Situations Wanted

Progressive operator, control. Licensed, competent, six years' experience. Box 399, BROADCASTING.

Woman—experienced continuity writer, program arranger, and announcer—desires change. Now employed. Box 396, BROADCASTING.

Experienced Continuity Writer, Announcer; Program Builder; Utility Man. Always Something New. "Russ" Brinkley, care BROADCASTING.

Program director, continuity writer, orchestra leader, announcer, college graduate. Letters of recommendation. Box 390, BROADCASTING.

Anybody can run a station, few stations pay dividends, station manager with profit-making record, now employed, is available. Box 397, BROADCASTING.

Manager or commercial manager, presently employed New York City, seeks connection with station in good locality. Proven record. Box 391, BROADCASTING.

Come on you station owners and managers—give a good man an honest break—five years in broadcasting — announcing, production, soliciting. Box 392, BROADCASTING.

In radio fifteen years — young college man desires connection as advertising representative for progressive agency or station. Employed but no encumbrance to prevent locating anywhere. Box 393, BROADCASTING.

Broadcast station technician with ten years' experience as chief engineer, remote control engineer and operator, desires a connection with a good station or chain set up. Holds broadcast first and telegraph second license. Available two weeks notice, go anywhere in states. Box 395, BROADCASTING.

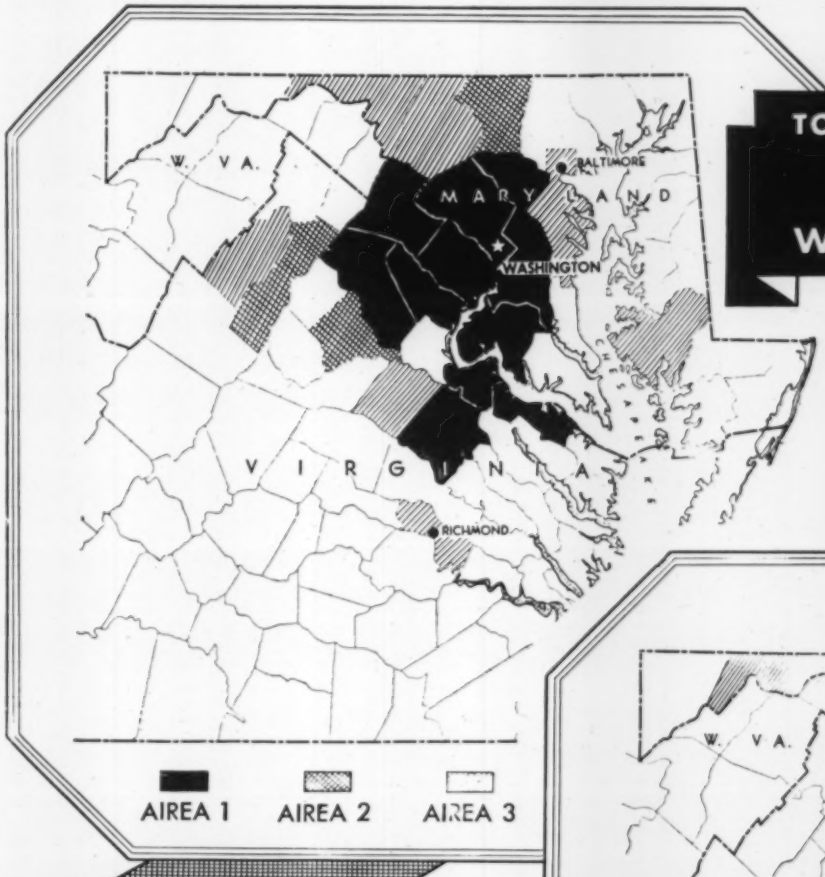
Wanted . . . by young lady with radio experience . . . a job creating radio programs for network or advertising agency having Chicago and New York Office. Have a creative mind, original ideas that can be built into good shows, and capacity for hard work. Box 394, BROADCASTING.

Man 27, college education, first class telephone and telegraph license, ten years steamship, telephone company and broadcast experience, last employed transmitter operator also control engineer 50,000 watt NBC key station desires position anywhere. Box 398, BROADCASTING.

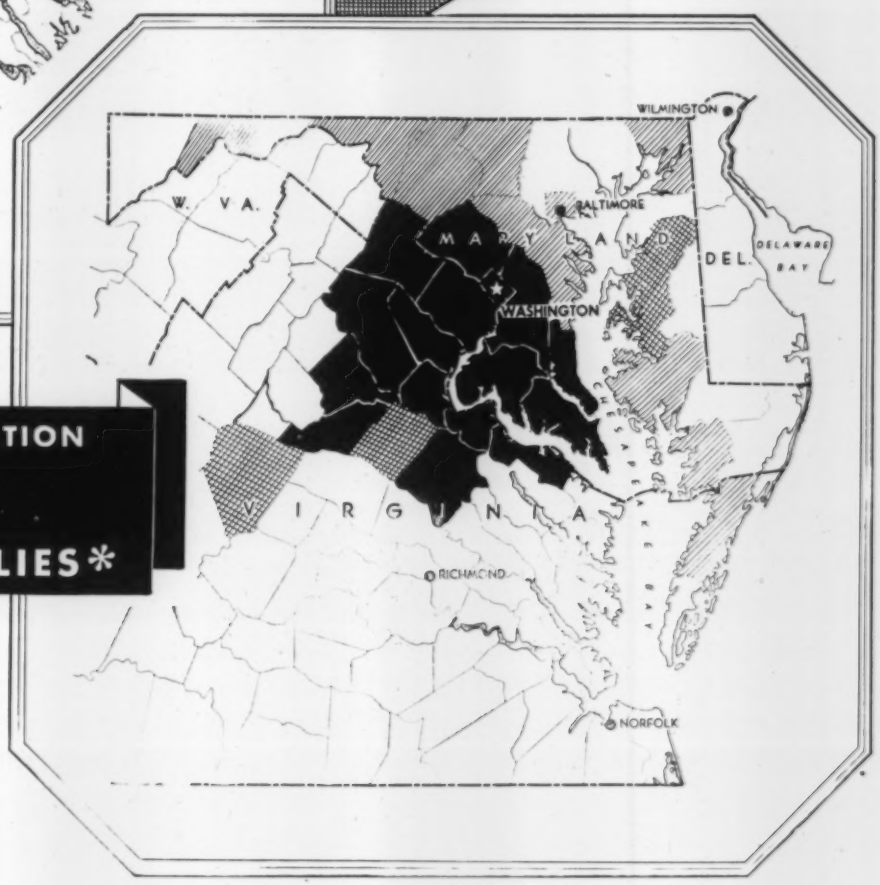
I wish to become connected with some live station that is really progressive. Have been in radio broadcasting twelve years, in every department of station. Operated radio advertising agency for last five years. Can furnish best of references as to proven ability. Am open for a position of commercial manager, program director, or station manager. I have produced for twelve years, and I can do it for your station. Am employed at present but can make change in two weeks' time. Box 388, BROADCASTING.

Job wanted by man with thorough knowledge of radio business. Seven years' experience under one of the leaders of the industry. Excellent references. Capable of acting as manager or commercial manager of station of any size. Complete background of music, both vocal and orchestral, vaudeville and radio production. Intimate contacts with sources of national business from the Ohio River to the Missouri River. Good acquaintanceship New York and Washington. Excellent political contacts in Washington. Democrat. Protestant. Married. Box 389, BROADCASTING.

Within the Concentrated Washington Market



TOTAL POTENTIAL CIRCULATION
189,199
WRC RADIO FAMILIES*



TOTAL POTENTIAL CIRCULATION
197,641
WMAL RADIO FAMILIES*

* Potential circulation of WRC and WMAL as determined by the new NBC Method of Audience Measurement by *aireas*.

Copies of these maps are now available and will be sent to you at once, upon request.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

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